



PETR KOVÁŘ

UX DESIGNER & DIGITAL PRODUCT DESIGNER

PERSONAL DETAILS

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WORK EXPERIENCE

Senior UX Designer & Web Strategist

02/2016 – present

Digital Brain | contractor

Digital Brain agency helps brands to be successful in competitive B2C and B2B markets.

- As a contractor, I've worked on digital projects for different clients. For example, AukceBydleni.cz, Mall.cz, Kolonial.cz, Prodeti.cz, Niveko Pools, Hotel Volarik, Vivantis, Prozdрави.cz.
- My responsibilities: analysis, user research and personas, wireframing, high fidelity prototyping, usability testing, customer journey mapping, content strategies, A/B testing and creation of MVPs (Minimum Viable Products).

Senior UX & UI Designer

01/2015 – 12/2015

CN Group | contractor

CN Group is a leader in nearshore software development. The company also offer IT management consulting and QA/testing services.

- My projects: redesign of CN Group website, CN Jobs microsite for recruitment campaign, Zentrum der Gesundheit online magazine, myFairTrade.com e-shop, Nonstop Recruitment intranet application, Criteria MX music mobile application.
- My responsibilities: analysis, information architecture, wireframing, high fidelity prototyping, user research and personas, usability testing, UI and visual design.

Senior UX & UI Designer

02/2012 – 12/2014

CDN77.com | contractor

CDN77.com is a Content Delivery Network. The company is focused on Gaming, VOD, Software delivery and CDN Live Streaming.

- My projects: complete redesign of CDN77 website and client control panel, applying consistent design patterns.
- My responsibilities: design brand identity and UI for websites and applications, information architecture, user research, wireframing, interactive prototypes, A/B testing, front-end development, creative banner campaigns.

UI Designer & Front-end Developer

06/2009 – 12/2014

SuperHosting.cz | contractor

- My responsibilities: UI and visual design, wireframing, prototyping, front-end development and creative banner campaigns.
- Projects: SuperHosting.cz, Peering.cz, Cloudee.eu, Bijk.com and SuperNetwork.cz.

Web Designer & Front-end Developer

02/2008 – 03/2009

Onlio.com

- UI and visual design, wireframes, information architecture, front-end development and creative banner campaigns.
- Clients: Budějovický Budvar, ELIT CZ, STOCK Plzeň, Czech Coal Group, EMC Group.

E-learning Developer

07/2007 – 01/2008

Sitronics TS

- Design of e-learning courses for internal departments of company. UI and visual design, Flash animations and user scenarios.

E-learning Developer

07/2006 – 04/2007

Vodafone CZ

- Design of e-learning courses for internal departments of company. UI and visual design, Flash animations, vector illustrations, ActionScript programming and user scenarios.

PROFESSIONAL SKILLS

UX design

- Wireframing
- Usability testing
- User research, guerrilla research
- Information architecture
- A/B testing
- Interactive prototyping
- User personas

Design tools

- Axure
- InVision
- Moqups
- Hotjar, Smartlook
- Google Analytics, GTM
- Photoshop, Illustrator
- Paper and pencil :-)

Code

- HTML5, CSS3
- LESS, BEM
- jQuery
- Bootstrap
- Google Material Design
- Sublime Text
- Git

EDUCATION

Charles University Prague

1998 – 2005

Faculty of Science / Faculty of Philosophy and Arts

Master's degree (Mgr.), History and Geography

State Examination in Psychology and Pedagogy

2001

Freie Universität Berlin

2004 – 2005

Erasmus scholarship, History

Secondary Technical School of Communication Engineering Prague

1993 – 1997

Visual and Audio Technology

PERSONAL PROJECTS

- **WebDesignMuseum.org** – the museum exhibits over 800 carefully selected and sorted websites that show web design trends between the years 1996 and 2005.
- **Historiepocitacu.cz** – my final thesis about History of Computing Technology in Czechoslovakia between 1945 – 1990.