



Mgr. LUKÁŠ MARVAN

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I am UX designer. To understand my client's demands is always my main intention. I use workshops, research and testing to find them out. I'm always seeking solutions that will be comprehensible, user-friendly and accessible. Together with the product manager, graphic designer, copywriter and other colleagues we interconnect the individual components into the final versions of websites and applications. The best result of our teamwork is my strongest motivation.

I want to work as a designers team leader. I want to lead and coordinate teams, which will deliver a user-friendly Web site (or application) which brings desired results to its owners.

Work experience

Senior UX Designer – MSD IT Global Innovation Center

12/2016 – present

- I'm working on internal projects with global reach across the company

User Experience Designer – AVG Technologies

11/2013 – 11/2016

- I am a member of AVG online marketing team
- I mostly work on the avg.com Web site ([Product pages](#), [MyAccount](#), [Secure Checkout](#), [Support Center](#), [AVG Signal](#)) – the part of AVG online marketing presentation
- I participated in the GMS project - the AVG Technologies transition from the off-the-shelf software sales towards the SaaS-based annual/monthly subscriptions
- My contribution to the solutions were the UX design for the new product pages, the new e-commerce solutions, new user account
- I participated on the implementation of new product lines into sale, including the composition of the products and e-commerce solutions
- Created the design for the content portal AVG Signal
- Led workshops defining the needs of users and businesses, I prepared the information architecture of the portal, I suggested wireframes of all websites and based on them I handed over the assignment to the graphic designer
- Based on my recommendation, the entire section of the site AVG.com was canceled, which will significantly simplify navigation and maintenance costs
- After my redesign of the Support Centers, their NPS evaluation grew up to 70
- I initiate my colleagues into the principles of design thinking, design process and user experience
- I teach them e.g. how to correctly perform user testing, explain to them the rules of proper behavior of the UI / Web sites, explaining the importance of accessibility for handicapped etc.
- I mentor a colleague who is, therefore, becoming more independent in her work and manages to successfully handle the projects of AVG
- Performing opponency of the graphic designs of my colleagues in AVG
- I lectured (in English) at the CCC conference in Hamburg on "Top ten usability obstacles"

Leader of a team of UI designers - Seznam.cz, a.s.

09/2011 – 10/2013

- I led a team of 11 people (UX designers, visual designers, user interface tester and copywriter)

- With my team, we have created designs of new Seznam services and also redesigned the existing services
- We performed our own qualitative user research, for example Seznam's "Tone of voice"
- I introduced design process and reorganized the work of designers – therefore I stabilized their utilization rate
- Led the redesign of several projects, such as portals Mapy.cz, Sauto.cz or Sport.cz
- I myself was involved in the implementation of user research, preparing wireframes and usability testing
- Colleagues under my leadership, then developed a graphic design
- This project was very interesting and challenging because of the need to react quickly to visitors' dissatisfaction with some elements of a solution, in which we finally succeeded
- I also participated in the project of haptic maps - we invented a way to enable access to Mapy.cz to blind users. The idea came from the center Tereza, I helped to realize it in the terms of project and design
- I lectured e.g. the conference UX Conference 2012: " Proč Sport nebyl Super" (analysis of portals Sport.cz and Super.cz) and 2013: " UX není cesta, ale cíl" (UX is not the way, but the goal)

Conceptual designer - Seznam.cz, a.s.

01/2009 – 08/2011

- I was part of the UI designers department
- Worked on making the Seznam services were not only nice to look at, but also had good controls and it was pleasant to come back to them
- Introduced a methodology for usability testing
- Organized and realized at that time unique research using the eye tracking. That brought us a deeper understanding of the behavior of people while reviewing the results of our full-text search
- I optimized, for example, an interface for entering campaigns in Sklik, it's performance has then risen by about 20%
- Lectured about the usability testing methodology at the WebExpo 2010 conference (lecture and practical demonstration – to watch: [video](#) + [Slideshow](#))
- Thanks to my results, organizational skills and reliability I promoted to the position of Head of the UI designers team

Webmaster - Seznam.cz, a.s.

09/2003 – 12/2008

- Thanks to the HTML and CSS, I gave the Seznam's services their look
- I led into practice "the rules of accessible Seznam," which allowed handicapped visitors to facilitate the use of services (e.g. A shared standard of keyboard shortcuts)
- Thanks to ippi.cz (Initiative for more accessible internet), I managed to get the at that time competing portals Atlas.cz, Centrum, Idnes, Seznam and Jyxo to cooperate
- I have brought to light the topic of the site's accessibility for disabled users, to whom we actually made our services a little more accessible
- Lectured at universities on accessibility for disabled users

Other selected projects:

2015 – 2016: **Exhibition curator "Digitální design: Pohled za pixely"** (Digital Design: A look behind the pixels). In the fall of 2014, I devised an educational project exhibition devoted to the problem of digital design. I assembled a team and coordinated the work of more than 30 volunteers and experts who produced content and the support part of the exhibition. The exhibition visited the city of Prague, Zlín, Brno and Plzeň. The impact of

#zapixely exhibition was the merger of two nonprofit organizations: Asociace UX and CZECHDESIGN to work together to better promote and support the work of Czech designers.

2015: **UX Designer – Redesign of the Web site AMO.cz** - I led a series of workshops analyzing the current situation with web and marketing communications of the Association for International Affairs and defining the strategic plans of redesign. Graphic designs were created on the basis of my assignment, I was involved in a brief and a project documentation for the project creator. The number of read articles grew by almost 100%
2003 – 2005: **Main coordinator** - I was in charge of the organization of the 9th and 10th year of **Prague Model of UN - an educational project of the Association for International Affairs (AMO.cz)**. I led a team of about 40 volunteers who have realized this student conference for 350 participants

Education:

Tomas Bata University in Zlín – Faculty of Multimedia Communications
I gained the title Magistr (Mgr.)

Courses (e.g.):

- [Course of creating an accessible web \(H1.cz\)](#)
- [Workshop: User testing and creation of usable website \(H1.cz\)](#)
- [Training of writing for the web and online copywriting \(Marek Prokop\)](#)
- [Course of writing for the web and online copywriting \(H1.cz\)](#)
- Courses of Presentation Skills I, II and III
- Management skills course
- Training of management of job interviews
- Course of management of meetings
- Course of negotiation and effective communication

Other knowledge and skills:

Axure RP – everyday use, the main working tool
Adobe Photoshop – Secondary level - advanced editing
Balsamiq – Secondary level
Advanced in HTML a CSS
Advanced 3D modeling in AutoCAD

Languages

English – I use the language at daily basis (presentations, lectures, e-mails, regular communication)

In Prague 3. 10. 2016
Lukáš Marvan