

SLAVOMÍR BAČA

UX / UI DESIGNER


Kosice, Slovakia


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www.uxnova.dk



UX Designer with 8+ years of experience in UX and brand design. I combine strategic thinking with visual craftsmanship to build intuitive, cohesive, and aesthetically refined digital experiences.

My work blends design, strategy, and imagination to craft , visually compelling, and strategically effective solutions from brand identities to digital products.

CORE SKILLS

- UX Design
- UI Design
- Visual Design
- Brand Identity Design
- Web Design
- Concept development

EDUCATION

Master of Alternative Energy Resources

Technical University / Kosice

2009 - 2014

Bachelor Nature and Culture Heritage Dissemination

University College Nordjylland / Denmark

2014 - 2017

Internship in UI/UX

Aalborg University / Denmark

Apr 2017 - Jun 2017

WORK TIMELINE

2025 - now **UX NOVA:** Freelance UX/UI design, Web design, App design

2022 - 2025 **AMAEN:** Experience design for live events, Brand design

2024 - 2025 **NAPLNENA HOJNOST:** Lead UX & Web design, Brand design

2024 - 2024 **BOZI.CZ:** Brand design, Web design & development, Webflow

2020 - 2025 **INFINFINITY:** Solopreneur studio, Brand design & Web design

2017 - 2020 **CEGO:** Graphic design, Game design, Illustration, Animation

2013 - 2017 **FREELANCE:** Graphic design, Illustration

SKILLS & TOOLS

UX/UI and prototyping *Visual tools*

Figma, vibe coding with AI
Adobe - Photoshop, Illustrator, Premiere, Indesign,
Affinity - Designer, Publisher,
Procreate,
Midjourney

UX Research *Development*

End-to-end (planning, interviews, analysis, report)
Webflow, HTML, CSS, JS,
Windsurf - Claude, ChatGPT
Github, Netlify

SELECTED COURSES

- Intermediate UX Design - The Generalist Approach (tutor: Massimo Fiorentino)
- Foundations of User Experience (UX) Design (Coursera)

VALUES

- prioritize function over visual
- always ask “Why?”
- get everyone on the same page
- include developers from the start
- ask for feedback early
- use design thinking
- validate ideas, test often
- rely on data and talk to users
- take ownership and responsibility

STRENGTHS

- Connecting business needs, big idea and user experience
- Conceptualizing and simplifying complex topics to intuitive UI
- Empathy with the user/audience
- Visual aesthetics
- Consistently clear communication across different teams
- Being a team player

LANGUAGES

ENGLISH, C2 (CERTIFIED)

Full professional proficiency

DANISH, B2 (CERTIFIED)

Intermed. conversational proficiency

FRENCH, B1 (UNCERTIFIED)

Intermed. conversational proficiency

SLOVAK & CZECH, NATIVE

Full professional proficiency

SELECTED PROJECTS/JOB

NAPLNENÁ HOJNOST (E-COURSE WEBSITE)

Brand Designer, Lead UX Web Designer / Nov 2024 - Mar 2025

- Designed and launched a scalable e-learning platform for philosophical content, combining clear information architecture with an intuitive user experience. Led brand discovery workshops, developed an accessible visual identity, and built a flexible CMS in Webflow enabling client self-management.
- Created key user flows and wireframes for video courses, registration, and community interaction, integrating Smart Emailing and Hyvor Talk. The platform successfully served over 4,000 participants with minimal support requests, praised for its clarity, usability, and seamless mobile experience.

BOZI.CZ (RETREAT CENTER WEBSITE)

Brand Designer, Lead UX Web Designer / July 2024 - Sep 2024

- Designed a nature-inspired brand and website for a retreat center with intuitive navigation and flexible CMS. Improved user engagement and time on site through an emotion-driven, photo-rich experience, while enabling the client to independently manage and update content.

GOETHE INSTITUTE (DNA - EUROPEAN PROJECT)

Brand Designer / June 2023 - Aug 2023

- Led brand identity design for a European educational initiative under the Goethe Institute, aligning stakeholders from seven countries around shared values and audience goals. Created a flexible design system with scalable symbols and a modular color palette, unifying cross-cultural communication and setting a strong foundation for future digital presence.

AMAEN (WELLBEING ORGANISATION IN CENTRAL EUROPE)

Experience Designer, Brand Identity Designer / May 2022 - Feb 2025

- Applied experience design principles to live events for a men's wellbeing organisation, crafting environments that improved participant engagement and emotional connection, bridging physical and digital brand touch-points.

CEGO (ONLINE GAMES SITE IN DENMARK and UK)

Illustrator, Creative Lead Designer / Dec 2017 - Jun 2020

- Responsible for art direction and illustrations in production pipeline for online slot games from scratch to launch.
- Closely collaborated in teams with developers, graphic designers, game designer & sound designer to produce successful digital experiences

REFERENCES

I stand 100% behind my work and upon request, you are very welcome to ask for references from any of my former colleagues or clients.