MICHALHLIVKA

LEAD UX DESIGNER

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I have 13 years of full time experience in digital design and for 7.5 years I have been working as a experience director, lead designer and agile product owner for the largest bank in Nordics with user base of 11 million customers across Denmark, Sweden, Norway and Finland.

In combination with design, I have a Master in Psychology, which is a great asset to me for everything from designing interactions, interviewing users, using correct methodology, validating assumptions, or planning and understanding UX research.

CORE SKILLS

- UX Design
- Stakeholder management
- Web applications
- Mobile applications
- Prototyping
- UX Research
- Concept development

EDUCATION

Master Social Psychology
Charles University / Prague

2005 - 2011

Internship in Psychology
Universidad Autonoma / Madrid

Feb 2010 - Jun 2010

Bachelor General Psychology
Universitas Tyrnaviensis / Slovakia

2004 - 2008

SELECTED PROJECTS / JOBS

NORDEA (LARGEST FINANCIAL SERVICES GROUP IN NORDICS)
Lead UX Designer, Product Owner / Jun 2017 - now

- For 3 years, have been experience director and a lead designer on an internal application for all Nordea's advisers serving 11 mil. customers in 4 countries.
- Led the design of a new high-value flagship mortgage application with inputs from multiple levels of stakeholders, and a full-time interdisciplinary team.
- As a product owner and a lead designer, I have individually serviced the whole Omni Channel Communication hub across multiple web and mobile applications.
- Worked as a senior designer with several teams and most web and mobile products

21 CENTURY (MULTINATIONAL REAL ESTATE CHAIN)
Lead UX Designer, UX Researcher / Jun 2021- Sep 2021

- Completely redesigned an existing CRM web app targeted towards the real estate market. Starting with the concept and problem redefinition, through iterative prototyping and testing all the way to the final design and delivery.

HL-DISPLAY (WORLDWIDE RETAIL BRAND)
Lead UX/UI Designer, UX Researcher / July 2016 - Jan 2017

- Led the design of a web application for the sales force in 44 countries from the initial idea, UX design, prototyping, on-site testing to final UI delivery.

ACTION PLANNER (ENTERPRISE LEVEL MANAGEMENT APP)
Lead UX/UI Designer / May 2014 - Feb 2015

- Mapped and redesigned an extensive and complex project management web application used by teams in the corporate sector.

PRINCIPLES

- 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

STRENGHTS

- Stakeholder management and constructive approach to problem solving
- Conceptualizing and simplifying complex topics to intuitive UX flows
- Ownership and leading the innovation of digital products
- Consistently clear communication, adaptability, structure, creativity
- Being a team player, supporting others

LANGUAGES

ENGLISH, C2 (UNCERTIFIED)
Full professional proficiency

SPANISH, B2 (CERTIFIED)
Fluent conversational proficiency

DANISH, B2 (CERTIFIED)
Intermed. conversational proficiency

FRENCH, B1 (UNCERTIFIED)
Intermed. conversational proficiency

SLOVAK & CZECH, NATIVE
Full professional proficiency

WORK TIMELINE

2017 - now **NORDEA:** Leading the UX design of web and mobile apps

2013 - now **UX NOVA:** Freelance UX/UI app design, UX testing, management

2012 - 2013 **ONLISH:** Web design, graphic design, WordPress

2007 - 2012 **HLIVKA DESIGN:** Project-based graphic design

SKILLS & TOOLS

Design tools Figma, Adobe + anything you need
Corporate tools JIRA, Confluence, AI tools + anything you need
UX Research End-to end (planning, interviews, analysis, report)
Development HTML, CSS

SELECTED COURSES

- AI for designers (tutor: Ioana Teleanu)
- Intermediate UX Design: The Generalist Approach (tutor: Massimo Fiorentino)
- Figma for UX Design (tutor: Brian Wood)
- Sketch: For UX Design & Beyond the Basics (tutor: Renata Phillippi)
- Sketch Essential Training (tutor: Chris Converse)
- UX Design Techniques: Analyzing User Data (tutor: Chris Nodder)
- UX Design Techniques Overview (tutor: Chris Nodder)
- Web Design Fundamentals (tutor: James Williamson)
- Web ReDesign: Strategies for Success (tutor: Kelly Goto)
- User Experience Fundamentals for Web Design (tutor: Chris Nodder)
- Photoshop Top Secret 1 & 2 (tutor: Mark Monciardini)
- Illustrator for Web Design (tutor: Justin Seeley)
- InDesign Essential Training (tutor: David Blatner)
- HTML Essential Training (tutor: Bill Weinman)
- CSS Page Layouts (tutor: James Williamson)
- Responsive Design Workflow (tutor: Justin Putney)
- WordPress Essential Training (tutor: Morten Rand-Hendriksen)
- WordPress 3 Creating and Editing Custom Themes (tutor: Chris Coyier)
- Time Management Fundamentals (tutor: Dave Crenshaw)
- Getting Things Done (tutor: David Allen)
- Project Management Simplified (tutor: Chris Croft)

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.