

# MAREK AUGUSTIN

## PRODUCT AND USER EXPERIENCE DESIGNER

✉ [studio@marekaugustin.cz](mailto:studio@marekaugustin.cz)

🌐 [www.marekaugustin.cz](http://www.marekaugustin.cz)

📍 Brno, Czech Republic

## WORK EXPERIENCE

### Product and User Experience Designer

IVY Assistant Sep 2019 — today

The IVY Assistant is a heavily user—driven project focused on improving the assisted reproduction success rates.

Together with my colleague, I am responsible for:

- Deep research on field of Assisted reproduction technologies
- User research
- Product features design
- Product prototyping—multiple stages of prototype fidelites
- User testing

### Freelance UX Designer and Consultant

Clients: Brno Municipality, Appio, Progresio, Superior, Rock Machine Dec 2015 — today

- Consulting and mentoring complex design processes
- Conducing user research for specific design problems
- Creating prototypes for customers to help them test their product visions

### UI/UX Designer and Front-End Intern

ApS Brno s.r.o. Sep 2015 — Sep 2018

Designing user interfaces for ISKAM system (accommodation and catering management system)

- Maintaining the UI of the whole system
- Developing and coding user interfaces in WPF and HTML/CSS/JS
- Designing marketing materials for the company

### HCI Course Tutor

Masaryk University Sep 2017 — Dec 2020

Leading practical lessons for students of Human-Computer Interaction course. Students learned basics of: UX research, low and high-fidelity prototyping, testing the prototype

## ACHIEVEMENTS

### Kiwi.com UX sprint hackathon 2019

— Winner

Our team has created a concept of mobile application used by teachers to plan and manage school trips and organize their students during the stay.

### HackPrague 2019

— Top8 projects

The project, we have worked on, was a webpage for communication improvement within Czech citizens and their town halls.

## EDUCATION

### M.S. Information Science

— Information Services Design Specialization  
Masaryk University, Czech Republic

Studying and researching methods and tools in all phases of the design process - mapping, research, analysis, design, testing and delivery of services. A program with a strong emphasis on greater usability and sustainability while engaging innovation theory.

**Master thesis:** Methodologies used in sensitive topics research in context of the design process (in progress).

### B.S. Computer Science

— Graphic Design Specialization  
Masaryk University, Czech Republic

Programme consisted of two branches—computer science branch and graphic design branch.

**Bachelor thesis:** Research on the Perception of Progress Bar Distortions

## SKILLS

### Methods

- Qualitative research methods (In-Depth Interviews, Usability Testing...)
- Quantitative research methods (Web Analytics, A/B Testing...)
- Low and high fidelity prototyping
- Workshop facilitation
- All the other essential methodologies...

### Tools

- Figma
- Adobe CC (XD/Ps/Ae/Il/Id...)
- Google Analytics — GA IQ Certificate

### Code

- HTML/CSS/JS /w Bootstrap, jQuery etc.
- SQL
- React

## LANGUAGES

### Czech

Native Proficiency

### English

Professional Working Proficiency

### French

Advanced Communication Proficiency