



# ZDENEK CULIK

## PRODUCT DESIGNER

✉ hello@zdenek.design

📍 Prague, Czech republic

### SUMMARY

I have over 7 years experience in the design industry with a background in brand and campaign creation. I am an award-winning designer and a graduate of 2 graphic design schools. I've worked with companies and agencies across a wide range of industries, from individual to corporate. I love bringing ideas to life through digital products and helping them succeed. My goal is to design innovative products that provide the best and most seamless user experience possible.

### EXPERIENCE



#### Independent Product Designer

[zdenek.design](http://zdenek.design)  
2016 – present  
7+ years

FEATURED

As a freelance product designer, I've worked on projects ranging from small websites to complex web applications with extensive design systems. Clients include IKEA, Kooperativa, ŠKODA, Metrostav and others. Notable projects:

- **Attendu** – As a solo designer I designed Branding, 4 Web Apps with complex Design system.
- **Humusoft** – Presentation website with e-shop and events.
- **RockawayX** – I designed a website for VC firm backing leading Web3 funds and founders.



#### UX/UI Designer

[elevup](http://elevup)  
11/2020 – 9/2022  
1 year 10 months

At elevup, I'm dedicated to creating seamless UX designs that leave a lasting impact.

- **Renomia Srovnátor** – We created a product and brand redesign that increased online enrollment by hundreds of percent while delivering a seamless UX.
- **ŠKODA** – I created the UX/UI for an internal web app for fleet management.
- **JETSURF** – I created the UX/UI for a web app ordering system that includes a dealer configurator that serves dealers worldwide.



#### Digital Product Designer

[Media Channel](http://Media Channel)  
9/2018 – 2/2020  
1 year 6 months

In Media Channel, I created new MVP products.

- **Aireen**: I created UX/UI for a web app Diagnosis from Eye Background using AI. It is now certified as a medical device used in hospitals, with an investment of more than 20+ million CZK.
- **Fiddo**: I created the UX/UI for a mobile application for the dog community. It will help you find your lost dog and point you to the nearest trainer, veterinarian or dog salon.
- **Media Channel**: I created the design for the company's web site.



#### Creative Art Director

[tube up](http://tube up)  
2/2015 – 11/2020  
5 year 10 months

I am the co-founder of a creative digital agency. My role includes designing key visuals, brainstorming campaign ideas, creating microsites and handling all design work. We have also worked with clients such as CinemaCity, Notino, Costa Coffee and many others.

- **Bageterie Boulevard** – 2 years collaboration: Worked on multiple campaigns and events to establish BB, partnering with influencers for long-term success. Achievements include a hiring campaign with 25 daily job requests and an 8% sales increase.
- **UberEats** – We created an influencer campaign to enter the Czech market.
- **Notino** – We create campaigns for brand building. I create the ideas, the microsites and all the designs.



#### Interaction Designer

[apploud](http://apploud)  
9/2017 – 9/2018  
1 year 2 months

At Apploud, I had the opportunity to create visually stunning websites that left a lasting impression. These projects provided me with invaluable web design experience.

- **KKCG**: I helped design a website for one of the largest investment firms that not only impressed our clients, but also won us a prestigious design award.
- **Šumavské Stráně**: Designed an evocative presentation site for the sale of apartments, with a visually appealing design that captures the tranquility and charm of the area.
- **ALO Diamonds**: Create a captivating diamond jewelry contest website that showcases the beauty and elegance of these exquisite gems.



#### Art Director Intern

[Leo Burnett](http://Leo Burnett)  
9/2016 – 12/2016  
4 months

Winning the school competition opened the door to an internship at Leo Burnett. This experience proved to be a transformative journey, giving me valuable insight into the realm of large-scale marketing campaigns for brands such as Marlboro and Radio Impuls, among many others.



#### Art Director Intern

[COMTECH GROUP](http://COMTECH GROUP)  
4/2016 – 8/2016  
5 months

During my internship I gained valuable insights into brand building. I had the opportunity to create concept key visuals for upcoming campaigns and contribute to the development of major campaigns for brands such as CSOB, Odol and Radio Rockzone.

## EDUCATION



### College of Advertising and Art Michael

Dis. • Graphic design and visual communication  
2014 – 2017

In my final exam I create brand identity, campaign and website for non-profit Barcamp conference. and help co-create the conference itself with great success created in Microsoft and hundreds of attendees. Akce používá i dnes stejný branding. prazkybarcamp.cz



### Secondary School of Media Graphics and Printing

Graphic design  
2009 – 2014

Basics of web design. Logo design and complete corporate graphic manual. Design and pre-press preparation of all types of printed and electronic publications.



### Artificial Intelligence – Team Essentials

Certificate  
2023

Learned design thinking's importance in AI, diverse team involvement, AI Essentials framework. Gained practical experience via a case study, expanded AI design knowledge with IBM's Design for AI website.



### Enterprise Design Thinking Co-Creator

Certificate

User-centric design: Understand needs and pain points via research, personas, and user journey mapping. Brainstorm solutions tailored to user's requirements.



### Google Mobile Experience Certificate

The course covered a wide range of mobile user experience topics, including speed, design, and testing. It was designed for professionals seeking to create and optimize mobile-friendly websites and apps.

## SKILLS

### UX

User Journeys  
User Research  
Wireframes  
Competitive Analysis  
Scenarios  
Card Sorting  
Rapid Prototyping  
Personas  
Usability Testing  
Interviews & Surveys  
Concept Testing

### Design

Moodboards  
Interaction design  
User-centered design  
Design systems  
Art direction  
Brand identity

### Tools

Figma  
Adobe CC (Ps, Ai, Ae, Xd)  
HTML, CSS  
Notion  
Jira, Trello  
Slack  
Toggle, Harvest..

## TESTIMONIALS



### Milan Worsch

Attendu Co-founder

The collaboration with Zdenek was exceptional. He was able to work independently with just the given brief. Throughout the design process, he promptly addressed a wide range of UX challenges and consistently came up with innovative solutions, such as creating our own elements library, implementing a translation system in the application and making appearance changes based on tokens. In the span of **8 months, we successfully created four separate applications, along with a custom page and email builder**. I highly recommend working with Zdenek, as his exceptional skills, creativity and dedication make him an invaluable asset to any project or team.



### Radek Hušek

Co-founder at Sens,  
Forbes 30 Under 30

Zdenek created fantastic website designs for us in a very short time. I appreciate that **he keeps his word and the work is done on time. The results exceeded our expectations.**



### David Navrátil

Serial Entrepreneur  
& Innovator

Zdenek is an invaluable asset to the Channel Lab team. **His product design skills lead to the success of various ventures, most notably the UX/UI design for Aireen, a web application focused on medical diagnosis using AI. Aireen is certified as a medical device** and receives significant investment. His designs for the Fiddo mobile app also provide a seamless user experience for the dog community. In addition, his contributions to our corporate website enhance our online presence and brand identity. Zdenek is a talented, driven and results-oriented product designer.