Lucie Smržová

I'm a recent graduate in digital concept development, originally from the Czechia and now living in Aarhus, Denmark. I am a responsible and creative problem-solver who thrives in fast-paced environments, excelling both independently and as part of a team with strong organizational and analytical skills. Driven by a passion for learning and growth, I am dedicated to continuously expanding my knowledge and skills to tackle any challenges that arise. Additionally, I enjoy bringing a bit of humor to the workplace.

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EDUCATION

Aug 2020 - Jun 2022
IBA Erhvervsakademi Kolding

AP degree programme in Multimedia Design & Communication

Web development, UX/UI design, video production, animation, communication, SEO, digital marketing, project management

Aug 2022 - Jan 2024
Business Academy Aarhus

Bachelors (top-up) degree in Digital Concept Development

UX/UI design, UX research, user testing, motion design, interaction design, IA, data visualization, prototyping, project management, philosophy of science, welfare technology, business modules

2020   2021   2022   2023   2024

WORK EXPERIENCES

Jan 2022 - Jun 2022
Ucommerce

UX Design Intern

Tasks:
Identifying platform bugs, conducting user interviews and research, creating design docs, fixing UX-related bugs, prototyping, wireframing, usability testing, shaping information architecture, and contributing to product team discussions.

Gained skills:
Enhancing UX/UI skills, collaborating with partners, utilizing design thinking, addressing edge cases, utilizing design systems, mastering e-commerce tech, exploring user research/testing methods, gaining operational insights, and refining UX design principles.

Aug 2023 - Oct 2023
Whiteaway Group

UX Design Intern

Tasks:
Navigation menu project - conducting research and redesign, heuristic evaluation tasks, design review presentations, UI cart task, UI checkout task, reviewing old documents and findings - summarizing, organizing, and gathering them, shaping customer journey, creating problem portfolio, return form redesign.

Gained skills:
Figma prototyping, mastering project organization, grasping teamwork dynamics, gaining proficiency in Confluence, Datadog, Hotjar, and Google Analytics, implementing user research, analyzing data, utilizing design systems, and refining presentation skills.

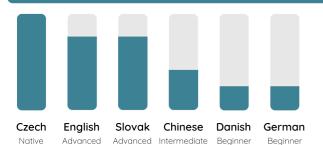**Oct 2023 - Dec 2023**
Whiteaway Group

UX Design Student Asistent

Tasks:
Creating an Insight Hub (a place where all insights about user research are stored) for the company as an internal project, conducting user research and testing on power users, evaluating site IA and infrastructure, working with SharePoint, adjusting changes based on user feedback, and planning and launching the product.

Gained skills:
How to effectively share user research across the company (atomic research), deeper knowledge about IA, knowledge about setting up SharePoint, balancing the needs of users and management, and implementing and change design

LANGUAGES

Czech — Native
English — Advanced
Slovak — Advanced
Chinese — Intermediate
Danish — Beginner
German — Beginner

SOFTWARE SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe InDesign, Adobe Premiere Pro, Adobe After Effect, Figma, Procreate, Blender

Notion, Trello, Miro, Monday, Microsoft Office Suite, Atlassian Confluence, Wordpress, Datadog, Hotjar

CERTIFICATES

- Intensive summer course Introduction to Computer Science (Stanford University) - 2018
- Driving licence B - 2018
- FCE - 2019
- Introduction to GDPR - 2021
- Mailchimp - 2021

SKILLS

- **Web Development (2018-2021)**
  HTML, CSS, JavaScript, PHP, MySQL

- **UX Design (2021-present)**
  User research, IA, interaction design, visual design, prototyping, user testing