



# Antonín Pospíšil

Senior UI/UX Designer

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I help with developing complex internet projects and focus on designing websites e-shops and mobile applications, while enhancing their business effectivity, persuasiveness and usability.

## Technical knowledge



USER RESEARCH



PROTOTYPING



ANALYTICS



RESPONSIVE WEB DESIGN



GRAPHIC DESIGN



MOBILE APPLICATIONS



COPYWRITING



HTML & CSS

## Knowledge of languages

—————  
CZECH

—————  
SLOVENSKY

—————  
SLOVAK

—————  
SPANISH

# Dosavadní praxe

## Senior UI/UX Designer

Freelance

September 2006 – recently

## Senior UX Designer

AVAST Software

July 2014 – September 2014

## Senior UX Specialist

ExperienceU

April 2013 – April 2014

## UI/UX Designer

Medio Interactive

August 2010 – April 2013

## Graphic Designer

Motostyl

July 2007 – April 2008

## Graphic Designer

ZDM s.r.o.

July 2002 – June 2007

I have 12 years of practice as a graphic designer, 8 years as a web designer, with a history of more than 300 successfully finished projects. I'm a legitimate member of the UX Association, professional instructor and creator of the project ChciGrafika.cz.

# Selected clients

### Alza.cz

Regular e-shop iterations and production of new product website. Preparation of iOS/Android mobile application.

### AVAST Software

Long-term cooperation in designing responsive web application for tens of millions users all over the world.

### H1.cz

Complete design of advertising campaign website zanechstopu.cz. Preparation of mailing campaigns for banks and

### ExeperienceU

Designs of wireframes, interactive prototypes or graphics for the Charles University in Prague, Česká spořitelna or Office Depot.

## Client references

*"Antonín is a real UX/UI professional. He's very active and learns fast. Not only this makes him an exception among thousands of other freelance UX designers. He pays attention to every detail and possible limit situations, always trying to grasp the very idea of the assignment, while not only creating something visually appealing, but also putting stress on expressing key values and qualities of the product in his outputs."*

### Jiří Kühn

Product Manager at AVAST Software

*"Tonda is very reliable UX and graphic designer, who effortlessly delivers arranged stuff on time in expected quality, which unfortunately is pretty rare in this field."*

### Luboš Plotěný

Dobrý Web company manager

*"He understands his job perfectly, appreciates the client's needs and delivers ordered outputs on agreed dates. I underline meeting the deadlines three times. Provided materials are always flawlessly processed and it's a real pleasure working with them. Each crown invested pays off multiple times and therefore I presume to say that you would hardly find a more complex designer in our country."*

### David Lengyel

Triakis Webdesign owner

I've participated on designing the shopping process of Lekarna.cz e-shop (the first internet pharmacy in the Czech Republic), which was afterwards awarded 2nd place in the contest Český košík in 2014.

## Notable projects

### Vodafone

Designs of first responsive product microsite for new phones.

### ČSOB

Cooperation on designing corporate banking application, including preparation of complex styleguides.

### Česká spořitelna

Complex user interface design of internal loyalty application for highly credible clients.

### Lékárna.cz

E-shop evolution for conversion ratio increase and web interface usability enhancement.