Petra Znamenackova

UX/UI/HMI DESIGNER Work hard, adapt, improve.

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-- Who I am

Operating from Prague, I enjoy working on meaningful projects that serve people by offering relevant experiences through high level of usability and added value to what users need. I see UX as translation of concepts to understandable and actionable outcomes inspired through well thought out and simple design. Core of my drive is insatiable curiosity and pull to find better ways of doing things. I like to grow and improve and ideally help others to do the same. While remote asynchronous work is where my productivity is highest, I will embrace motivated team that wants to deliver genuine value to their users.

-- DNA

> Bottom Line
> Commitment
> Quality
> Sustainable
  continuous improvement
> Delivery

-- Skills that I bring

What I excel in:

> Self starting independent worker with non-quitting attitude
> Strong research, observation skills and analytical thinking
> Attention to detail while keeping big picture in mind
> Systematic, accountable approach and good organisation of work
> Transparency in communication and sharing work progress
> Design approach built on facilitation perspective, not ego
> Actively seeking feedback for improving my work and skills

> Scaling the UX as needed while working with partial information
> Resourceful problem solver focused on delivery and progress
> Process to include UX tailored to every team and project

To improve next:

> Presentation and communication skills
> Championing ideas and argumentation skills
> Conciseness, better accuracy in expression, spoken word

-- What I've built

HMI UX DESIGNER [05/2021 - present]
Skoda Auto, a.s.
[*Automotive manufacturer*] – Mlada Boleslav, remote work

Started learning about HMI interaction design on the job as part of cross-functional concept team that handles multiple generations of infotainments in all car displays and related controls. Within 6 months absorbed basic car system knowledge and infotainment specifics together with principles of HMI for cars.

Contributions and process highlights:

○ In newly assembled and not well integrated team, I assumed the roles of analyst, researcher, designer, and facilitator to ensure effective deliverables. This primarily involved investigative work to gather design inputs across various organizational sections.

● These facilitation and investigation efforts reduced design production time by weeks to months, depending on the task size.

○ To create a functional, implementable and car-compatible design my strategy was to learn the topics on the go in depth through extracting knowledge from research and SMEs, check feasibility with developers early, involve stakeholders, use internal design system to convey ideas fast and validate usability on the go.

Lastly - working with POs on presentations and argumentations for management, translating design options and their impact for decision-making.

● Backing designs with data and specialist expertise and exposing those in digestable manner minimised discussions with management and other brands, facilitating a swift transition to specification and development stages.

● 7 major parts of the system were approved by management and several of the designs were adopted by other brands as well (Reset function, Assistant integration in homescreen and main Assistant app).

○ Major part of my work was promoting user centered design and accessibility in all interactions - especially when building on top of old concepts created by car SMEs seeing information architecture of the system as organised database of all functions.

○ Cooperated with UXR to design quantitative and qualitative studies (hypothesis, study questions, mats preparation), validate concepts, and integrate results into designs.

● In several instances we were able to design a better solutions compared to brand proposals and prove it with data from the testing.

● Observing user interviews to absortb feedback asap and employing rapid prototyping in the middle enhanced our study results.

Key Results:

❖ In my first week I began designing the next-generation infotainment system scheduled for 2026 production in millions of cars, which would set the foundation for future systems. For the initial two years, I was the sole designer actively advancing concepts to ensure they were ready for implementation.

❖ Within the first 2.5 years on the project I have delivered about 75% of the UX concepts for the project.

❖ Co-created new perspective of how to look at e-mobility and interpret electric cars to mainstream users, which served as base for next gen charging app concept.

❖ Experienced the value of a supportive team willing to collaborate and help each other, going beyond our roles in professional manner to overcome obstacles and ensuring project success.

SR. UX/UI DESIGNER [07/2015 - 02/2021]
BOHEMIA INTERACTIVE SIMULATIONS
[*Military simulations developer*] – Prague location

Returned to design squad after intensive UI bootcamp in UK. Started in multidisciplinary SCRUM team as junior UX Designer taking on various B2B projects within the simulation and stand-alone desktop applications running next to it. Later transitioned to be a global UX resource supporting development of various teams in the company. Daily operations included transforming project requirements into cutting-edge immersive features for soldiers and building complex systems for training represented in easy to use interfaces.

Contributions and process:

- In pre-production stage working with PO, PM, SME, stakeholders and customer to analyse the requirements and work out product vision, use cases, user journeys and basic flows. Adjusting UX workflow to fit within Agile practice of each team.

- Brainstorming, facilitating design discussions and workshops to bring optimal solutions for features. Focusing on keeping participants on the topic through agenda and timing.

- Taking into account user personas, use cases and training value provided and keeping team and PO focused on those. Representing user every step of the development.

- Visualising requirements through low to high fidelity wireframes and mockups to communicate designs to team, stakeholders and other UX designers. Getting feedback from team and other UXD on design decisions through regular syncs.

- Preparing customer facing mockups and demos, presenting and walking customer through the designs. Communicating designs on all levels (management, customer and team) while collecting feedback.

- Identifying possible UX issues and improvements, providing constructive feedback to improve the current design with solutions ranging from low cost to best UX possible.

- Pushing for low cost MVP solutions that get point across without depleting project budget. Adaptable UX process to time/budget constraints. User testing where time allows.

- Creating product based unique design consistent with company styleguide. Extending styleguide where needed.

- Providing constructive feedback to other designers on regular design reviews. Hiring new designers, on-boarding and mentoring new hires and junior designers.

- UI and visual design: sketches, pixel perfect graphics and assets, icons and logo creation, interactive prototypes (Axure, XD), validation of HTML and SQF based UIs.

- Committed to the project from initial UX to release and support maintenance or next phases of the project. Serving as coordination and communication point for production materials such as requirements, meeting notes, brainstorming sketches, designs and mockups.

Key Results:

- Released several projects that were successfully accepted by the customer with great feedback on UX and were contracted continuation through follow-up contracts.

- Drawing tool I've worked on since 2017 has become major part of new company flagship VBS4 as new mission planning tool and is now core component of the product.

- Delivered 22 projects within 10 different teams.

- Majority of my designs got implemented on every project through lean and Agile UX integration within different teams.

- Foundations of UX and soft skills acquired in this company have allowed me to be the productive busy bee I am today.

EDUCATIONAL MINI GAMES [09/2020 - 08/2021]
Skoda Auto, a.s.
[*Automotive manufacturer*] – Mlada Boleslav

- Designed 10 mini games for team building program for employees of the company (cca 35 000) installed in the training center in Mlada Boleslav between 08/2021 and 08/2024.

- Creation of game mechanics from provided training goals and requirements, creating game UI and graphical assets for all games, exporting assets for development, building interactive clickable mocks to show various designs.

-- Education

BA (HONS) COMPUTER GAMES DESIGN [09/2014 - 05/2015]
Teesside University, Middlesbrough, UK

Relevant modules: Advanced Game Development, Games User Interface Design, Games Practical Project, Contemporary Studies
Focus of final year: UI Design and User Experience

HND INTERACTIVE MEDIA - DISTINCTION [01/2012 - 02/2014]
Prague College, Prague, CZ

Relevant modules:

- Ideas Generation and Development
- Animation Techniques for Interactivity
- Visual Communication
- Audio Visual Techniques
- Professional Sound Production
- Interactive Media Design and Prototyping
- Digital Video Post Production & Editing
- Computer Interface Design Principles

-- Training

Scrum Master Accredited Certification, 24/6/2017
scrum-institute.org

CAE ESOL exam, 15/6/2011
British Council, Score: 79%/B

-- Tools

Adobe Illustrator, XD, InDesign, Photoshop, Premiere, After Effects
Figma, Axure, Miro
MS Office, Confluence, Jira, Slack, Todoist, ChatGPT

-- Languages

Czech - Native Speaker
English - Full Professional Proficiency

-- Hobbies

Learning & Research | Health | Plants