

Petra Znamenackova

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

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Hi! My name is Petra and I'm a UX designer based in Prague.

My path to UX was forged during studying to become a game designer, where one of my professors mentioned a company making military simulations based on game engine. Defense and safety topics were always close to my heart and this hit close to home, especially with the premise that by working on the simulations, which are used to train soldiers, I could have a small part in saving their lives through designing more efficient training experiences.

After 3 months of internship my heart was set to coming back after finishing the third year of university. The only problem was - for a game designer I had to be good at programming, math and physics to write scripts for the game engine. I was good at neither, so I made a deal with the head of the design to come back as UI/UX designer since that was something I had potential in. I spent the whole third year specialising in this direction and making my final project the redesign of the simulation HUD UI.

Now, 8 years later, I've had the privilege to utilise the growth, I experienced through practicing my craft, in my personal life and see it improve profoundly. The most rewarding aspect has been the opportunity to contribute to meaningful projects that enhance experiences for others.

This journey was paralleled by personal goals in the last decade: professional growth (an ongoing journey), restoring my health for optimized performance (shredding 60+kg from morbid obesity), and ramping up my soft skills to ensure that my technical abilities and passion for work can be well communicated to productive collaborations.

Today, I am keen to find a role that can build on my strengths and further sharpens my professional toolbox including my mind. My essence as a designer could be described by following competencies:

- At the core of my design mindset is collaboration - empowering everyone to be part of the design through learning their perspectives and incorporating their insights into usable design concepts.
- My process is based on getting to the bottom line to provide the true value which can succeed in the real world. Fueled by curiosity, I dig deep with questions until the most difficult part is uncovered and systematically analyse and process each part until the whole experience is designed. No edge case left behind ;-)
- Though I am not a fan of conflict, I will speak up, no matter how high the other party stands in the food chain, if there is merit for the users to be advocated and improved.
- I pride myself on my resourcefulness navigating challenges with research, perceptive analysis, and by continuously learning from others. My focus is always on delivery, working efficiently even with limited data and maintaining a holistic view while paying attention to detail.
- I excel in remote collaboration and have particular talent for connecting with people within digital environment, being able to communicate and collaborate productively just over voice.
- My love for learning and finding ways to improve experiences around me make sure I can bite hard into every topic I set my mind to and bring relevant contributions.

Recently, my perception of UX has shifted to think about it in terms of 'translation' and 'narrative.' While the foundational hard skills and design principles cover visualising the interface, how do we translate this to cognitive processing by users and what they can take from it? How do our designs narrate the intended message, and which elements will spark the action we want to inspire? I am excited to find a team I could become part of and start improving people's lives while growing as a human too.

Hope to hear from you so we can buzz together!

