

Anezka Zajicova

UX/UI Designer

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UX/UI Designer with a background in Graphic and Digital Design and Customer Service. Uses problem solving skills, empathy and passion for design, keen on understanding human needs in various situations and providing the right and effective solution.

SKILLS

TECHNICAL

Figma
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premier Pro
After Effects
Basic HTML5 and CSS3
InVision
Axure
Balsamiq
Wordpress
Video Editing
Photo Retouching and Montage
Technical Drawing
Microsoft Office

PRACTICAL

Problem Solving
Creative Thinking
Attention to Detail
Understanding Research
Interviews
Affinity Mapping
Personas
User Flows
Information Architecture
Wireframing
Prototyping
User Testing
UI Design

EDUCATION

UX Design Plus Certificate

CareerFoundry; Berlin, DE - 2020

MA Design and Internet Web Project Direction

Elisava; Universidad Pompeu Fabra
Barcelona, ES - 2017

BA (Hons) Graphic Design

University of Hertfordshire; UK - 2015

LANGUAGES

English	Advanced
Spanish	Advanced
Czech	Native

EXPERIENCE

DESIGN

UX/UI & GRAPHIC DESIGN

STALICLA; Barcelona, ES - 2020 - Present

- Working on patient centered platforms targeted to clinical centers, researchers and project managers. UX research, user flows, site map, personas, wireframing, prototyping and usability testing.
- Creating design systems for each of the platforms.
- Supporting the company's branding and marketing communication through graphic and digital design.

WEB/GRAPHIC DESIGN

MadMan Production; (Freelance) - 2012 - 2020

- Cooperating on various projects for a small design agency based in Prague.
- Strengthened the brand's image on the market by producing a new branding.
- Designed and created print and online advertisement for range of clients to enhance their visibility on the market and to promote their products.

DIGITAL DESIGN

DEC/BBDO; Barcelona, ES - 2017

- Working in a team on projects for hellocanaryislands.com. Created Banners, newsletters and visuals for video.
- Enhanced the structure of their websites and created visuals with the aim to communicate each part in a effective manner.
- Improved the collaboration of all designers working on the project by creating a structured organization of inside materials.

WEB/GRAPHIC DESIGN/VIDEO EDITING

Bonder & Co; Barcelona, ES - 2016

- Collaborating on print and online design for a luxury vila rental company.
- Promoted the brand by creating print brochure for existing guests and by creating and editing videos advertising various locations for potential clients.
- Creating icons for website and maintaining the website via WordPress.

WEB/GRAPHIC DESIGN/PHOTO RETOUCHING

Gomez-Gracia; London, UK - 2015

- Improved collaboration with the dressmakers by creating technical drawings of the new collection which help them to understand quickly the needs and directions for each piece of clothes to be make.
- Created LookBook and various newsletters, banners and flyers to increase the brands and it's new collection awareness.

VISUAL DESIGN/GRAPHIC DESIGN

Akcent s.r.o.; Prague, CZ - 2012

- Responsible for visual design of cosmetic brochure Fleur de Sante online and print. The brand sells only via the brochure therefore the visuals were created in a way to present all the products with their unique and specific characteristics directly to the potential buyer.
- Enhanced brand awareness by creating online banners, newsletters and print adverts.

CUSTOMER SERVICE

RECEPTIONIST

Cowshed, Soho House; Barcelona, ES - 2019

- Responsible of day to day run of Spa and Gym. Planning and scheduling treatments and PT sessions. Enhancing quality service to improve clients satisfaction. Daily foot-flow around 200 guests and members.