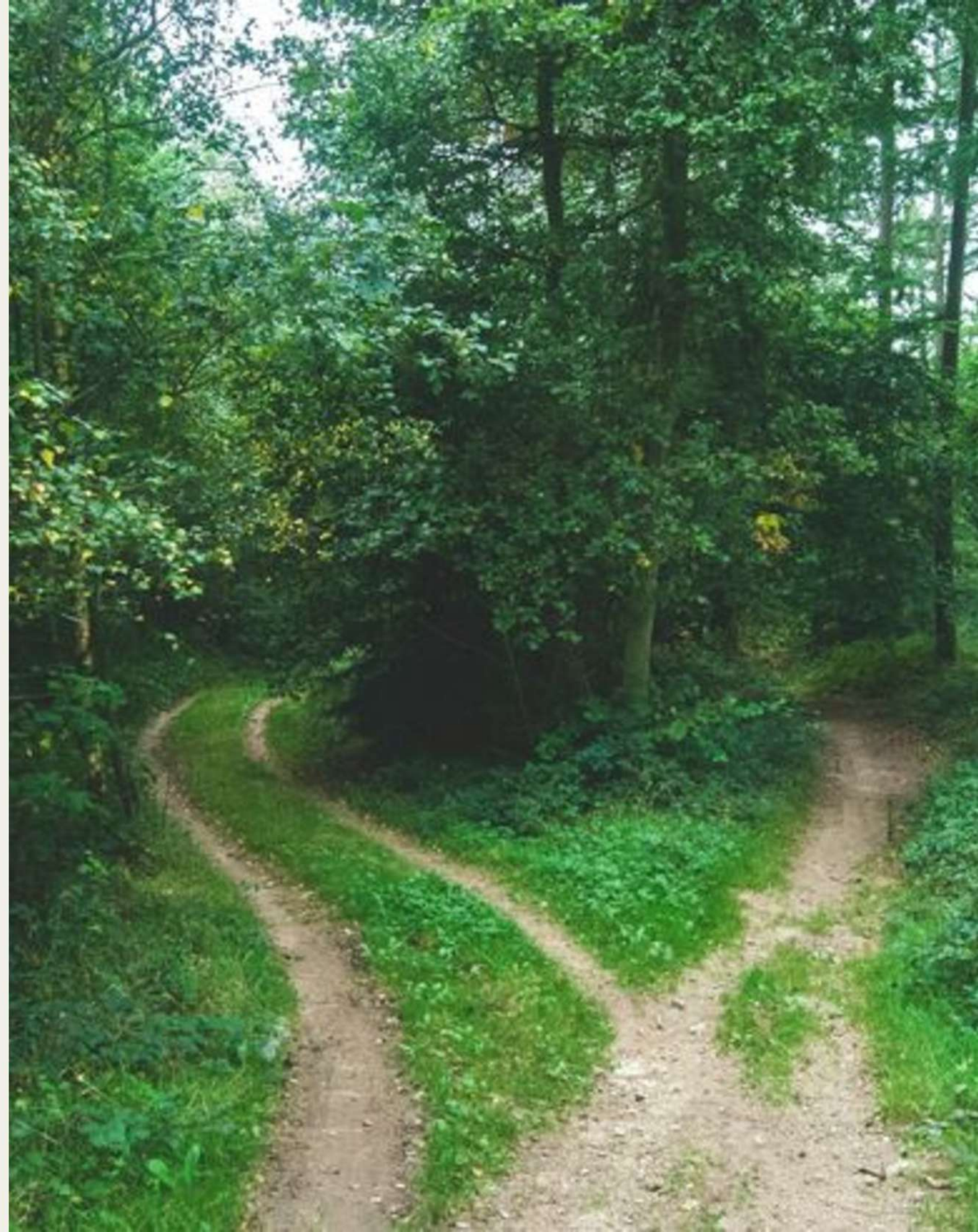


Practicing Consistency

Alex Kruk, UX/UI Designer

Asking the Right Question

My path into this field didn't start with Figma or interfaces — it started with a question:
How can we make it easier for someone to navigate and feel at ease in the environment we create for them?



Thinking in Environments

My first education was at Mendel University, where I studied horticulture and landscape architecture.

I worked with real physical systems: analyzing wind corridors, calculating shade, designing flow and ergonomics.

My focus was always on designing spaces that work — even when no one notices them doing so.



If a structure works well, people won't notice it — they'll simply move through it. That's good design.

One of my school projects was the redesign of a historical inner courtyard.

We had to integrate a modern elevator, preserve the architectural aesthetic, rethink pedestrian circulation, and create comfortable rest zones.

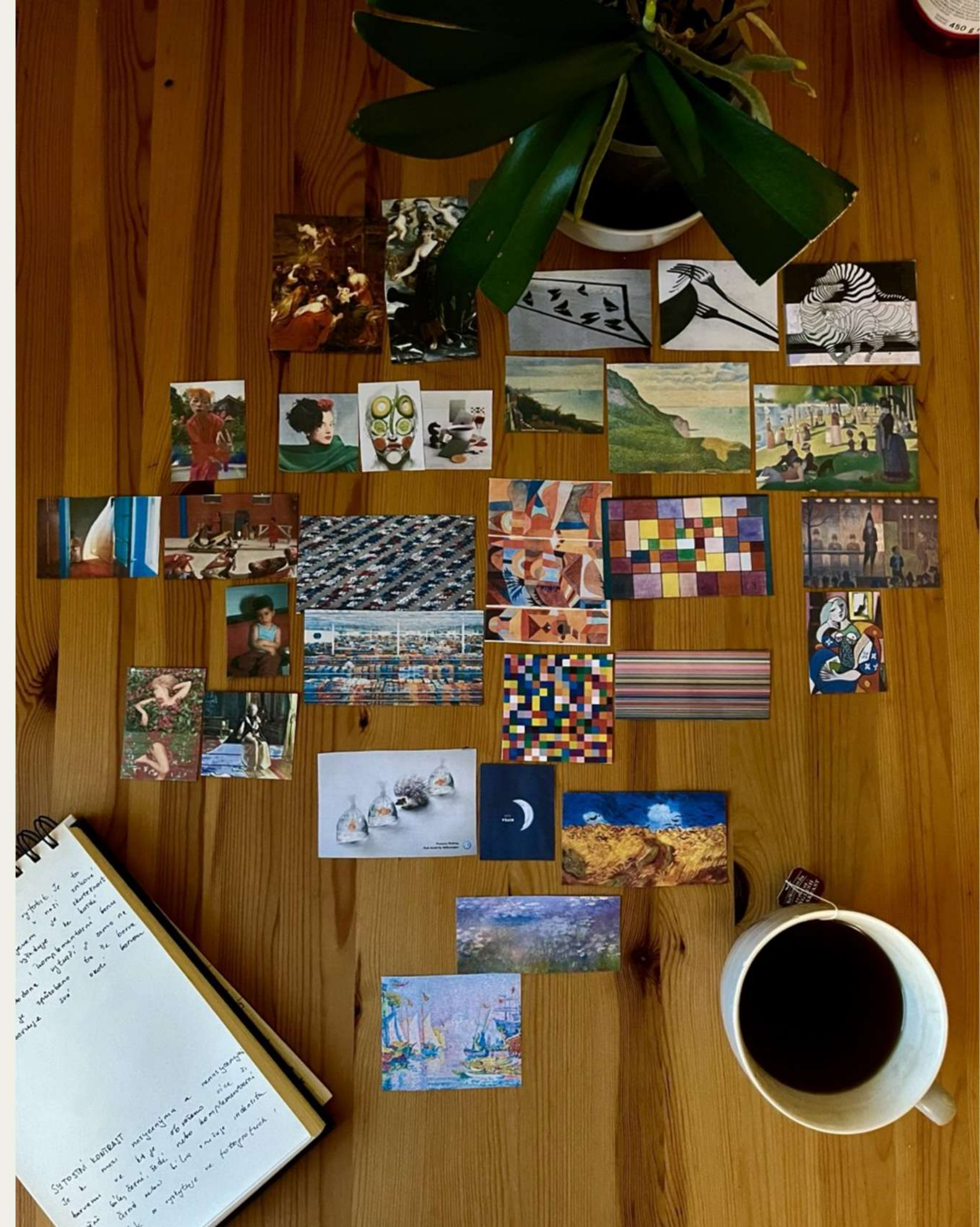


Design begins before any click

Later, I made the decision to leave the university.

Not because it wasn't interesting — but because I realized:
I could be more useful working in digital.

Interactions with systems happen constantly — and I wanted to
improve that experience.



What Matters to Me in Design

- Design should feel quiet, not performative.
- If a structure is working, it doesn't need to explain itself.
- Trust is earned by consistency.
- Repeating patterns, visual logic, and thoughtful structure show that someone thought this through — and didn't rush.
- I don't design to impress — I design to support.

