

# Anezka Zajicova

UX Designer

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*A User Experience Designer who includes UI Design in her projects with a background in Graphic and Digital Design and Customer Service. Through problem solving skills, empathy and passion for design she has an ability to understand human needs in various situations and she provides the right and effective solution.*

## SKILLS

### TECHNICAL

Sketch  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Premier Pro  
Basic HTML5 and CSS3  
InVision  
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 Certificate

CareerFoundry; Berlin, DE - 2019

### 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

#### GRAPHIC DESIGN / WEB DESIGN

MadMan Production; (Freelance) - 2012 - Present

- 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](http://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 DESIGN / 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 DESIGN / 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.
- Organizing private events and events for special occasions.

### CUSTOMER ADVISOR

Uniqlo Ltd.; Barcelona, ES - 2018

- Amplified realization of needs of average 600 customers on daily basis in approachable and comfortable manner.