

Tereza Bělohoubková

UX designer

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Summary

November 2023, I started studying UX design principles and learned UX methods on the go while conducting a case study of an app. Before that, I was a chemist, but found I had no passion for the industry and saw no future working in it. Since then, I've made enormous progress and keep learning new things every day. I fell in love with UX design, as it's a field driven by research, customer's wants and needs and allows me to be creative and solve problems. My strong suit is research and critical thinking and I love collaborating with other people.

Academic experience

Brno university of Technology 2023

Master's degree, Chemistry of Natural Substance

- My education has given me a deep understanding of research principles and methods (consumer interviews, surveys, A/B testing), data analysis and visualization, as well as analytical thinking.

Thesis: Effect of preservatives on sensory evaluation of ham

- I conducted consumer research based on sensory assessment along with data analysis and evaluation to determine consumer preference and behavior.

Professional experience

Y Soft, UX Trainee

April 2024

- During my internship, I was mentored by [Karolina Safarikova](#).
- Part of an AIVA Lab team in agile work environment.
- Helped Karolina prepare an internal workshop focused on qualitative research by creating presentation, gathering content and creating activities to educate non-designers on how to gain valuable information from customers.
- Carried out a UX audit of AIVA Lab interface. Defined user pain points and designed a wireframe solving them.
- Was part of a developer user testing in order to determine stakeholder and user perception of the interface.
- By gathering feedback, improved my approach and work and gained confidence in making design decisions.

Tart, s.r.o., Quality and Environment Specialist

September – November 2023

- Was responsible for the legal environmental and sustainability requirements.
- By conducting competitor analysis, ensured the company was competitive and on trend in sustainable development of the industry.
- Gathered data and visualized them in MS Excel and Powerpoint, in order to share yearly comparisons and results with stakeholders.
- Filled the sustainable development section of the company website with content to ensure transparent reporting on company's sustainability.
- Restrains by stakeholder's were in place, so had to find means to communicate my decisions and work with stakeholders and limitations.

Hard skills

User Experience / Design Thinking / Mapping / Information Architecture / Figma / Quantitative Research / Qualitative Research / Data Analysis / Wireframing / Prototyping / Miro / Adobe Creative Suite / HTML/CSS

Soft skills

Presentation Skills / Communicative / Collaborative / Empathy / Critical Thinking / Problem-solving / Creative / Business Thinking / Precise / Open-minded / Educating

Languages

Czech	Native
English	C2
German	B1