

# Tereza Bělohoubková

## User Experience Designer

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[portfolio](#) \* [LinkedIn](#)

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To me, UX design is about understanding people, their choices and their motivations. I became a designer to solve people's problems but what I've learned is that sometimes people aren't aware of their problems. That is the most fascinating part of the role. I've been focusing on the collaboration of UX with other stakeholders and how to make UX work more impactful and visible within an organization.

I've been a part of the UX community for a while and frequently contribute to it by organizing UX events in Brno. Currently, I am working at SAP on a part of the S4/HANA public cloud business suite.

## Professional experience

### SAP, **Design Associate S4/HANA**

December 2024 - Now

- Supporting 3 development teams of SAP Green Ledger
- Creating assumption-based designs for future specific use cases involving carbon accounting
- Increasing involvement of UX in development by conducting internal research about collaboration with UX and defining stakeholder needs and expectations
- Advocating for problem solving approach for all roles within teams
- Introducing proto-personas to stakeholders for common understanding of potential user problems and needs
- Preparation and facilitation of workshops
- Presenting and explaining design choices while understanding feasibility
- Experience with design for a cloud suite solution

### Threatmark, **UX/UI Designer**

September - November 2024

- Single designer responsible for the UX of a new presentation layer of the Threatmark product helping bank analysts uncover financial fraud.
- Conducting user research and analyzing data.
- Re-design of current interface, creating mockups and prototypes and iterating based on stakeholder feedback.
- Collaborating on new features and tweaks in UI with developers.

### Y Soft, **UX Trainee**

April 2024

- internship at AIVA Lab development team, mentored by Karolina Safarikova
- Helped Karolina prepare an internal workshop focused on qualitative research by creating a 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.

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## 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.

## Hard skills

User Experience / Design Thinking / Journey Mapping / Information Architecture / Figma / Quantitative Research / Qualitative Research / Data Analysis / Wireframing / Prototyping / Whiteboarding / HTML/CSS / Workshop Preparation

## Soft skills

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

## Languages

Czech Native

English C2

German B1