

Aleš Brom

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UX Consultant

15+ years of experience

ABOUT

I find the real problem before designing anything. Most briefs need reframing, not executing.

WORK EXPERIENCE

Independent UX Designer, Researcher, and Consultant

2009 – Present

- 30+ projects across banking, telecom, logistics, and e-commerce
- Research to wireframes, then hand off to visual designers
- From one-man UX team to coordinating with analysts, PMs, and developers

Clients: Wüstenrot, Penzijní fond České spořitelny, RWE, ČSOB, KB, ING, Člověk v tísni, Metrans, Contember, Váš hosting, T-Mobile, Skutečný dárek, Tipsport, najdivideo, 108agency

SKILLS

Problem defining · Problem solving · UX research · Usability testing · Wireframing · Prototyping · Information architecture

TOOLS

Figma · Miro · Axure · Google Analytics · HTML / CSS / JS

EDUCATION

Master's in Informatics

Czech University of Life Sciences Prague (ČZU)

1995–2001

LANGUAGES

English (C1) · Spanish (B1) · German (A1) · Russian (A1)