

Viktor Goliaš

Prague, Czechia

 golias.viktor@gmail.com

 [linkedin.com/in/viktorgolias](https://www.linkedin.com/in/viktorgolias)

Summary

Currently working on a redesign of the AI-driven marketing platform, with a focus on reframing the interaction layer to improve user's mental models how to effectively manage campaigns.

Previously worked as a UX/UI Designer for ticket booking app operating in the second largest theatre industry - West End (UK). Past work experience with a team from the design agency, FJORD, involved service design for the entire platform of an automotive company - SKODA, where I had the chance to broaden my skill set in diverse design areas.

My technical background helps me to understand the complexity behind the execution of designed ideas, build tools for internal purposes (Design Systems, Knowledgebase) and have productive communication with technical knowledge workers. Entrepreneurship experience trained me to validate ideas through prototyping and filter nice-to-have. Moreover, this experience introduced me to the concepts within marketing, sales, and business field, and how they affect the product design decisions.

I believe in a holistic approach to designing digital products. Design solutions should meet user needs, consider technical implementation complexity and reach business goals in a workspace limited by available resources. However, my position within the multidisciplinary teams and organization is to speak on behalf of product customers/users therefore always striving to move user experience to the next level.

I'm an endless learner interested in studying mental models approach to decision making.

Link to portfolio: victoryofgoliath.com

Experience

Product Designer

Samba.ai

Feb 2019 - Present (1 year 9 months +)

- As a single designer in a multidisciplinary team responsible for a complete redesign of the SaaS app automating e-commerce marketing with AI.
- Performing cost-benefit analysis to prioritize roadmap from the standpoint of Retention
- Setting systems for ongoing product feedback to maintain a feedback loop
- Conducting interviews, usability surveys to uncover friction points in the user flows and understanding positioning on the market
- Establishing design system in close collaboration with a Frontend Team
- Introducing new features based on inputs from Product Owner, Software architect, Sales team
- Building self-service best practices knowledge base for customers with the aim to support onboarding of users of our Enterprise pricing plan
- Evangelizing JobsToBeDone approach to improve understanding of product value verticals and competition

- Coordinating efforts of the marketing team and Implementing visual design of product pages with Webflow tool
- Presenting UX trends from e-commerce marketing industry to Samba selected customers

Visual Thinking and Research

Mental Model Club

Apr 2018 - Sep 2019 (1 year 6 months)

MentalModelClub.com is a e-learning platform teaching accelerated learning techniques through extensive manuals that cover one concept - Mental Model a month.

I'm responsible for the visual part of the explanations as well as research on diverse perspectives, examples, case studies and models of decision making.



UX Design Lead

Hotailors - Business Travel Simplified

Jun 2019 - Aug 2019 (3 months)

Hotailors app streamlines administration of business travels and decreases costs per employee's trip within SME and Enterprise organizations, by providing a single interface for managing transportation, accommodation, and insurance.

As a Design Lead,

- I've lead a workshop with stakeholders for understanding the system interdependencies.
- Weekly communicating efforts behind UX and UI execution.
- Educating client about the UX best practices
- Mentoring junior UI designer by translating stated problems and overlooking deliverables
- Establishing UI design system to cover key states
- Formulating navigation patterns and creating application structure diagram to bring clarity to multiple departments



UX/UI Designer

London Theatre Direct

Feb 2016 - Oct 2018 (2 years 9 months)

London Theatre Direct is one of the leaders among ticket selling platforms for London's West End shows, thanks to their innovative approach along the way - first ticketing platform in the world to accept the Bitcoin.

Responsibilities:

- UX/UI redesign of the e-commerce platform (web and iOS) with 500K+ sessions/monthly
- introducing responsive design and creating final UI solutions
- cooperated with Amazon to create microsite for Amazon Prime Day deals (with Webflow Tool)
- creating and maintaining Design System (Styleguide / library of UI components) which improved efficiency in implementing design solutions. Created closely with frontend developer.
- data-informed approach to design solutions (Google Analytics)
- review of dashboards/data visualizations to improve its understanding
- prototyping new interaction concepts with Framer.js, Invision and Marvel
- email campaigns redesign (compliant with Mailchimp templates)



UX/UI Designer

Fjord

Sep 2014 - Jan 2016 (1 year 5 months)

As a part of FJORD's Berlin team I worked on online services of one of the five oldest car manufacturers, ŠKODA Auto. I operated on many levels of design and helped to build complex, highly modular architecture to meet various country-specific business goals. Partly working remotely from the beginning.

Responsibilities:

- Implementation of responsive design and highly modular approach to design thinking (necessary to cover multinational market requirements)
- Full-stack designer - working on projects during various phases (Conceptual thinking, UX improvement, UX review, establishing information architecture, etc.) and in various roles (Interaction designer, UX designer, Visual designer, Internal WIKI developer - Jekyll)
- Thoughtfully incorporating feedback from cross-functional product teams into design revisions.
- Responsible for building and maintaining knowledge base - wiki, as an internal source for UI library, extensive modular architecture and all subprojects within platform
- Involved in hiring process of new teammates to find complementary skillset to existing group of designers



UX/UI Consultant & Designer

Apr 2014 - Jul 2014 (4 months)

Mentoring early-midstage startups to overcome their mainly UX problems and producing visual design solutions to boost their growth.



Cofounder & UI Designer, iOS Developer

Oct 2012 - Jan 2014 (1 year 4 months)

Networker recommends whom you should meet at the networking/business event in real time. No more missed opportunities of valuable connections.

Responsible for entire iOS platform (design + code) and overall User Experience + Co-founder.



UI designer & iOS developer

Esten

Sep 2011 - Oct 2012 (1 year 2 months)

ESTEN.sk provides services in the area of design and development of complex information systems and mobile applications (tailor-made software).

Working on various web application solutions as UX/UI designer. Utilized iOS development skills for creating iPad app used as reporting tool for top managers of biggest steel producer in Slovakia (U.S.Steel Kosice). Purpose was visualization of exportation from several factories in various perspectives.

Moreover I was responsible for design of all the aspects of corporate identity of esten.sk together with redesign of the company portfolio.



Graphic Designer

Expirio Solutions

Jan 2008 - Sep 2010 (2 years 9 months)

Working on web & print design projects.

Education



Technical university in Kosice

Masters, Artificial Intelligence

2011 - 2013

The purpose of Artificial Intelligence studies was demonstration of application of AI algorithms (neural networks, evolutionary alg., machine learning, etc.) on real world problems in various programming languages (C#, C, LISP).



Technical University of Košice

Business Informatics

2008 - 2011

Bachelor thesis: Rich Internet Applications (RIA) in company

Theoretical part propose analysis of available technologies and tools for software development of standart types of projects and how they affect development processes.

Purpose of practical part was implementation of project management application in Silverlight(C#).

Skills

Product Design • User Experience • User Interface Design • Entrepreneurship • Interaction Design

Honors & Awards



Winner of Startup Weekend Kosice 2012

Oct 2012

Winning project: Networker - business networking platform for your event, venue or tradeshow with powerful analytical insights about attendees. Helps with networking process by enhancing discovery of meaningful connections.

Networker was also winner of these events:

- Betapitch Vienna
- Symposium Startup Slovakia, 2013