

# Barbora Juriková

## Product designer

Portfolio: [bajajurika.sk](https://bajajurika.sk)

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### Experience

#### **CSOB INSURANCE - PRODUCT DESIGNER** (OCT 2021 - NOV 2023)

Bratislava, Slovakia

##### ○ **Client's dashboard**

- Led the design of an intuitive client dashboard from the ground up, focusing on helping users effectively manage their insurance policies. Developed and documented user personas and user stories to ensure the design met user needs and business goals.
- Conducted thorough user testing to validate design decisions, ensuring the dashboard was intuitive, accessible, and aligned with user expectations.
- Developed a scalable design system based on an existing bank design system, ensuring consistency and adherence to UX/UI best practices.
- Collaborated with cross-functional teams, including developers, product owners, and stakeholders, to deliver mobile-first, responsive features, ensuring seamless user experiences across desktop and mobile platforms.

##### ○ **Product pages**

- Designed multiple product pages for diverse insurance divisions, ensuring structural consistency and clear information architecture across diverse product categories.
- Focused on enhancing the visual appeal and user experience, driving user engagement and increasing the ease with which users could navigate different product options.

#### **MNOHO ADVERTISING AGENCY** (2021 - 2024)

Bratislava, Slovakia, Part-Time Contract

##### ○ **Researcher, Junior prompt engineer**

- Conducted research for multiple clients, analyzing market trends
- Crafted tailored AI prompts for Runway to generate high-quality video content, ensuring alignment with client branding and campaign goals.

##### ○ **Webdesign**

- Designed and implemented an interactive, playful product page for a client, seamlessly incorporating elements from a TV campaign to ensure brand consistency.

- Designed and implemented the agency's website, adhering to their brand manual and design guidelines. Integrated creative, dynamic elements to enhance user engagement, including playful use of shapes and colours throughout the site.

## **SERVER MECHANICS - DIGITAL DESIGNER (AUG 2019 - OCT 2021)**

Bratislava, Slovakia; Brno, Czechia

### **◦ CMS system for Dental center**

- Designed a user-centered UX/UI design for a custom Content Management System (CMS) tailored to a dental center, improving internal workflows for order management, communication, and status tracking across departments.
- Created a client-facing portal that allowed patients to track their orders and communicate directly with staff, enhancing transparency, user satisfaction, and overall customer service.

## **FREELANCE (2016 - 2019)**

Zlín, Czechia

### **◦ Czech Radio**

- Designed and illustrated custom animations for Czech Radio's broadcasting anniversary, visually representing each decade of the station's history.

### **◦ Junior designer at Advertising agencies**

- Developed brand identities and mockups for clients, created PPC banners and social media visuals

## **Education**

## **MASTERS DEGREE (MGA) IN DIGITAL DESIGN ( 2013 - 2019)**

Tomas Baťa University in Zlín, Czech Republic