



Branislav Bajbár

Senior product designer

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CONTENT PORTALS

Booxy, Zlatý fond SME, Záhradkar, Pobox, Centrum, Trend.sk, Trend Enjoy, Trend Data Analyses, Báječná Žena, Plus7Dní, Emma, Azet Video, Bistro.sk, Nový Čas pre Ženy, Diva.sk, Zive.sk, Šport.sk, Najmama.sk, Cas.sk /2014-2016/, Zdravie.aktuality.sk, Recepty.sk, Tivi.sk, Dobruchut.sk, Aktuality.sk, Diva.sk, Autobild.sk, Zivot.sk, Eva.sk, Sport.sk, Automoto.sk, Zive.sk, Mobilmania.sk, Ticketportal.sk, 4 nezrealizované

132

WEB PROJECTS

4 Eshops

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DESIGN SYSTEMS

21

APPLICATIONS

Innovatrics - Digital Onboarding Toolkit, Aktuality.sk, SME.sk, GetDone: Personal To-Do list, Ringy, Word Search: Puzzle Game, 21 day Challenge, 21 day habits, Snakes & Ladder: City Chase, Wood Block, Dot-Mania, Nový Čas, Liris, **Concepts / Unrealized:** Pontem, Planéta: Spoznaj našu Zem, Woo, Moodboard, Bear Grylls, Škoda Fleet Manager, Recipe bot



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UI / UX digital designer with 15 years of experience, for whom his work is a hobby. I have worked in various positions, from DTP, graphic designer, frontend developer, senior graphic designer, art director, to head of digital design.

I have worked full-time for companies such as Ticketportal, Azet, Ringier Axel Springer, News and Media Holding, Petit Press (SME), Innovatrics, and currently SuperFaktúra.

I have collaborated with media houses on large content websites for more than 10 years, such as: Aktuality.sk, SME.sk, Cas.sk, Sport.sk, Zive, Autobild, Dobruchut, Eva, Emma, Plus7Dni, Plus1Den, Najmama, Trend, Zivot.

I was a **design team lead** at News and Media Holding for 3 years, where I was responsible for communication, feedback, and mentoring. For more than 11 years, I have been **freelancing** or creating my own projects alongside my full-time work. In the past, I have created my own **iOS applications**, where I have solved UI/UX, flow, and business model. In collaboration with iOS developers, I have launched products into the world and looked for other ways to move them forward. I am **constantly educating myself** in the field of design, UI, UX, and processes. I read graphic blogs and take courses on Udemy and LinkedIn e-learning.

My soft skills: Self-reliance, clear and effective communication, empathy, time management, teamwork, problem identification, analysis and resolution.

I'm a fan of functional design, apps, new technologies, good food, movies, and inspiring books.

Pixel-perfect freak. Gamer. Husband. Father.





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SuperFaktúra

Senior product designer

October 2023 - The present

Creation of the SuperFaktúra design system, followed by a gradual redesign of the product, responsibility for implementing the design process into the workflow, creation of user flows, prototypes, user testing, competitor analysis, daily cooperation with the product manager and the development team, marketing online activities.

Design System - creation of a design system for SuperFaktúra, unification of components across web and iOS, reduction of the number of used components, colors, icons and elements. Over 200 components created. Thanks to the design system, I was able to reduce the number of components used, which led to simplified and more efficient development. The design system helped improve the user experience of the SuperFaktúra product.

Redesign - Phase 1: Private web (after user registration and login to SuperInvoice) - Complete redesign of the current website, change of layout width based on data, responsive version (currently the SuperFaktúra website is not responsive). Scope of redesign: over 180 desktop screens. Thanks to the responsive version of the website, SuperFaktúra will be available on all devices. These steps will help SuperFaktúra reach a wider audience and improve overall user satisfaction.

User Testing - surveys and interviews with invoice issuers (self-employed individuals and e-shop operators). Preparation of prototypes and scenarios, communication, subsequent analysis, confirmation or refutation of hypotheses and assumptions, evaluation, and subsequent preparation of a new SuperFaktúra design. Based on the feedback, we created prototypes and scenarios that helped us test various design solutions.

iOS app - testing of the responsive version and preparation of the iOS version for a complete redesign.

Marketing activities - online campaign 2023 (banners, social posts, print). The goal of the 2023 online campaign was to increase brand awareness for SuperFaktúra.



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Innovatrics

Senior product designer

January 2022 - September 2023

Digital Onboarding Toolkit (Web, iOS, Android) - defining the design process with the team, creating the DOT design system, creating wireframes, storyboards, and user flows, creating prototypes, followed by their verification and user testing, collaboration with product managers, sales, development, and competitive analysis.

DOT Design System - Creation of a design system for the Digital Onboarding Toolkit to unify the visual style (desktop / mobile responsive version / iOS / Android). Over 260 components.

Digital Onboarding Toolkit - redesign of the responsive Digital Onboarding Toolkit website, user testing.

Digital Onboarding Toolkit - iOS / Android - complete visual redesign as a result of testing, new API, new design system, new features. Over 60 screens.

Active liveness solutions - Finding ways and options for Innovatrics **Liveness** to ensure that the "onboarding" person is alive and real. **Active verification** requires the user to perform a simple "activity / movement / task", during which the algorithm monitors the movement of the pupils, face, and facial expressions. Brainstorming, design creation, prototype, testing (Smile / MagnifEye). Focus also on testing different age groups (e.g.: 60+).

Onboarding process - Users were not completing the digital onboarding process due to insufficient methods and conditions for taking facial and document photos. Reasons for this were identified and recommendations were defined for individual use cases (taking a photo of a document, taking a photo of a face, taking a photo on a mobile device, taking a photo on a desktop computer). These recommendations were then visually processed in the form of animations and icons. Testing, animations, icons.

Article: <https://innovatrics.com/trustreport/how-small-changes-help-onboard-more-customers/>

Easy Check-in - Online start-up for accommodation facilities using the Digital Onboarding Toolkit component for faster contactless visitor identity verification. Document authenticity verification - **Face matching** (comparison of the face on the document with the real face). Demo and landing page, wireframes, flow, content, user admin dashboard, testing.

RIVaaS - Remote Identity Verification as a service - Online start-up created for **small businesses** to provide the Digital Onboarding Toolkit component. Demo and landing page, user admin dashboard for online service management.



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SME

Petit Press a.s.

Senior product designer

June 2021 - December 2022

June - December 2021 - Fulltime. January - December 2022 - external collaboration

Establishing a workflow between design-ux-product-tech, setting up design processes, responsible for developing and maintaining the SME's visual identity, collaborating on redesigns of existing and creating new online products from prototype, testing to production versions.

New layout homepage SME.sk - redesign of the homepage based on **testing and user research**. Rearranging of content blocks, adding a new content block called "**Minúta**" (timeline), expanding the page layout to a larger size to get "whitespace" between blocks and thus clarity, adjusting the color scheme to visually lighten the page, unifying and reducing the used styles.

SME user profile - content and visual redesign of the user profile with the aim of improving UX with a **focus on active subscriptions** with the possibility of easy extension, subscription changes, management of connected devices, subscription management, and responsiveness for mobile devices.

Redesign of the SME Discussion Forum - based on user testing and user feedback: **complete redesign** of the discussion structure, discontinued "karma" system and replaced it with "**like/dislike**" buttons, implemented a **new "tree" structure** for discussions, which was identified through analysis as the most suitable way to display this type of content, **optimized for mobile devices** with a focus on UX. Redesigned the discussion profile - added a user requested "**blacklist**" feature, users can now block posts from other users, conducted user **testing through personal interviews**.

iOS app - redesign and adjustment of the subscription flow logic. **Aim:** To facilitate and simplify the selection and order process. **My SME** - Customization of content, topics, news, and author subscriptions based on user preferences, App Store screenshots - new graphics focusing on the app's key features and updates.

Weather web pages (2022) - Redesign. **New page layout** - Transition from 990px to 1170px. **Responsive design** - Optimized for various screen sizes. **Content adaptation and customization** - Based on newly acquired weather data. **Integration with vacation destinations** - Enhanced user experience for planning trips.

Zlatý fond denníka SME (2022) - Zlatý fond denníka SME is a **digitized collection of works**, primarily by prominent Slovak authors. Redesign, new layout, responsiveness.

New article layout, author follow, topic follow, new content platform SME Blogs, advertising campaign - 29 rokov SME



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News and Media Holding a.s.

Head of Digital Design

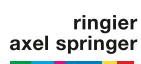
July 2018 - May 2021

Setting up design processes, responsible for the visual and UX aspects of more than 20 NMH content websites with a focus on achieving set KPIs. Design and implementation of design changes across the News and Media Holding digital portfolio. Creation of concepts, wireframes, prototypes, and design manuals for existing and new web projects.

Design team leader of two designers.

Content Management System - New custom CMS for the largest Slovak media company of print and online titles. Over 200 desktop responsive screens.

Redesign, UI / UX - Plus7dni, Emma, Trend, Trend Predplatné, Trend Enjoy, Trend Data Analyses, Nový Čas pre Ženy, Pobox, Centrum, Plus1Den, Zahradkár, Báječná Žena, Život, spolupráca a konzultácie na Autobild, Sport24online, Šarm, Eva



Art Director for digital products

2016 - 2018



Senior web designer

2012 - 2016



Graphic designer / Frontend developer

2005 - 2012

Respo, s.r.o.

DTP graphic designer

2004 - 2005

Financial Administration
of the Slovak Republic

Analyst

2002 - 2004



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Projects

UI / UX - Web

Corporate Projects

Innovatrics - Digital Onboarding Toolkit Demo (DOT), RIVaaS - Remote Identity Verification as a service, Online Check-in Service, Zlatý fond denníka SME (2022), Počasie SME (2022), SME - Homepage, Diskusie, Diskusný profil, nový layout článku, SME Minúta, SME Blogy, NHM CMS, Záhradkar.sk, Pobox.sk, Centrum.sk, Báječná žena, Nový čas pre Ženy, Aktuality.sk (2016-2018), Plus7Dni.sk, Cas.sk, Trend Predplatné, Trend Enjoy, Trend Data Analyses, Emma.sk, Bistro.sk, Diva.sk, Žive.sk, Sport.sk, Najmama.sk, Azet.sk, Azet video, Recepty.sk, Tivi.sk, Dobruchut.sk, Platy.sk, Kariéra v kocke, Autobild.sk, Zivot.sk, Eva.sk

Freelance / Personal Projects

Knihy.sk, Booxy, Zlatý fond denníka SME, AvocadoEye, AgileDev, CS ECO, Súkromná Škôlka Dunajčeka, Gentle Jam (2015-2018), Education.sk, Masáže do firiem, Dot-mania.sk, Pejkoshop.sk

iOS / Android app

Corporate Projects

Innovatrics - Digital Onboarding Toolkit, SME.sk, Aktuality.sk, Čas.sk

Freelance / Personal Projects

Ringy, Pontem, 21 day habits, Get Done: Personal To-Do list, Word Search: Puzzle Game, 21 day challenge, Wood Block, Dot - Mania, Snakes&Ladder: City Chase, Liris, Moodboard (Nezrealizované), Planéta: Spoznaj našu Zem (Koncept), Woo, AvocadoEye, Booxy Share (Nezrealizované), Bear Grylls (Koncept), Škoda Fleet Manager (Koncept), Recipe Bot (Koncept), Dark Maze (Koncept)

Logos / Branding

Freelance / Personal Projects

Ringy, Pontem, GoldBarberShop, Sladký Med, AvocadoEye, AgileDev, Words, Denník Hejtera, Dot-mania, Wood block, Gentle Jam (2015-2018), Foxen, GOMusic, Sakura, Wellness, GrandHotel Elizabeth, DI-solutions, Pochivé masáže, Ticketportal, Pejkoshop, Ceylon Farm, Barefoot Dreams

Print

Freelance / Personal Projects

Sladký Med, Booxy, Komplexná vizuálna komunikácia Gentle Jam, Ticketportal vstupenky, Booxy, Pochivé masáže, časopis GOtime, SFZ bulletin, SFZ podpis karty hráčov



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Certificates (LinkedIn e-learning, Udemy)

ProtoPie: Design Interactive Prototypes | from Zero to Hero • Learn Figma Essentials for UI/UX Design • Advanced Animations and Interactions with Framer X • Framer X Essentials • After Effects Motion Graphics Beast • Motion Graphics 2020: Animate Illustration in After Effects • After Effects CC: Motion Graphics & Animation Principles • Learn FIGMA - Essential Training • Complete Trello Fundamentals - Beginners to Advanced • Blender Basics • Managing a Design System with Sketch • Hands-On Sketch 4 Masterclass • Sketch from A to Z: Become an App Designer • After Effects CC 2017 Essential Training: The Basics • Sketch for UX Design • Sketch: Mobile Design Workflows • Sketch: Style Guides & Asset Libraries • InVision for UX Design

Overcoming Procrastination • Body Language for Leaders • Managing Stress • 5 Ways to Control Your Time Avoiding Burnout • Getting Things Done • Overcoming Procrastination • Learning Art Direction • Learning Brainstorming • Moodboards for Web Designers • Storytelling for Designers