👋 Vojtěch Švec

UX, product, and service design, research, strategy, leadership

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🧔 About me

I'm a product designer and design lead with 10+ years of experience ranging from start-ups to enterprises.

I'm a huge believer in *solving the right problem* and like to work with users, data, and hypotheses—and test my solutions. I prefer close collaboration with PM and development to tasks and handovers.

I like to adventurous side projects, like designing a board game, art-directing a "full-dome planetarium video show", type-setting an NGO publication and mentoring.

I enjoy mountain biking and the outdoors and traveling in general, reading and talking about books and building LEGOs — and enjoy all of those more when I get to do them with my son.

👨‍🎓 Education

2009 Erasmus at the University of Bristol

2012 Bachelor degree in *English Language and Literature* at the Masaryk University

👨🏻‍💻 Job history

Freelance 2024—2026 *UX designer and researcher*

I did a project with Česko.digital redesigning their website—I lead workshops, planned and conducted user research and co-designed solutions with the team. I also did several projects with StrideXL, ranging from redesigning finance and HR platforms to running research for a sports app.

Česká televize 2022—2024 *UX designer*

I worked on the video on demand platform iVysilani, with the work ranging with strategic exploration of concepts like content availability to mobile video player UI. I was also partially dedicated as an accessibility expert across teams and departments, not only delivering solutions, but also building expertise of the teams and establishing and innovating processes.

Avast 2021—2022 *UX designer and lead*

I worked in the Privacy product group, meaning mostly VPNs. I started as a UX designer and later stepped in as the team's lead. Me and my team worked on innovating our products, aligning them with shifting strategies and other products from the company's portfolio. We did a lot of the a/b testing Avast is famous for.

Memsource 2020—2021 *UX designer and lead*

I joined as the second designer in Memsource and helping grow the team even more was one of my first responsibilities. Apart from working on the product, I helped define the company's design strategy and make it a reality within the product team, and, especially, create a sustainable working environment for the designers.

Angelcam 2019 *UX designer*

As part of a very small home security start-up team, my role was super broad, ranging from (not enough, frankly) product development, admin and marketing websites, and both designing and building our conference presentation stall with live device demos.

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MSD 2017–2019 *UX designer*

A huge part of my job consisted of setting up and organizing teams, leading discovery and design workshops, managing KPIs, and co–creating roadmaps. I worked on various projects with completely different needs, so even my role varied greatly and often was very broad (and changing over time). The biggest project was a restart of a huge knowledge management system for the medication manufacturing department.

Sleighdogs 2014–2017 *UX designer and lead*

I joined Sleighdogs as their first designer, to refresh the brand and website and work on agency-style projects. Other than client work, Sleighdogs acted as a "start-up team for hire", discovering, delivering and developing MVPs for start-up companies. I worked as a designer and design lead, growing the team and collaborating on what services the company offered.

NetSuite 2012–2014 *UX designer*

My job was to bring one of the products – NetSuite Open Air – up to date. I worked very closely with PMs and especially devs. We were setting up our processes and ways of work from the ground up. I focused a lot on what was realistically achievable within the given limitations, learning a lot about how we should work outside of them.

Core International 2012 *UX designer and creative lead*

I was a product for the start-up building Tunapay, a product to connect developers with emerging markets for J2ME mobile apps. I worked on the brand, feature offer, administration system, website and user acquisition / retention strategy.

My other role was in a mobile game and app studio as a lead creative designer – working on concepts for apps and leading small teams of developers and graphic designers, working with business and QA on rolling them out – and also came up with the brand, Gangster Hamster Studios.