



Marek Ševčík

Strategic / Innovation Designer

+420 724017386
sevcik.mark@gmail.com
Helsinki / Prague

I'm an innovation designer with experience in **startup venturing** and **corporate innovation**. I work with unclear opportunities and structure them into products, prototypes, and directions that make sense - for people, markets, and the future. My work combines research, futures thinking, visual taste, and a life-centric approach to emerging technology.

[LinkedIn](#)

www.mareksevcik.com

Languages

English - C2
Czech - Native
Portuguese - A2
German - A2

Design Tools

Figma
Claude Code
Adobe Creative Suite
Blender
Rhinoceros 3D
Unity
Miro

Design Methods

User research
Market research
Workshop facilitation
Design thinking
Product discovery
Futures thinking
AI-assisted workflows

Recognition

HULD Design award
2nd place Photography competition, Paternal love

Work experience

Strategic Designer at KONE

May 2024 - Present

- Shape strategy and user experience of early innovation concepts.
- Work across research, concept development, prototyping, and product direction for new digital and service opportunities.

UX/UI Designer at Atlas of Today's World

April 2023 - January 2024

- I realigned the project through user-centered redesign of the platform.
- Advising in design and strategy related matters.

Junior Designer at Marketup

June 2019 - August 2021

- Worked on advertising campaigns for brands such as BMW, Oriflame, Nike, and more.
- Collaborated with a team of 6 on creative communication strategies for brands like T-Mobile and Kofola.

Freelance Design Strategist

January 2018 onwards

- Most recently advising pre-seed startups and non-profit organisations.
- Covering topics like product-market fit, design strategy, or AI implementation.

Education

Master's Programme in International Design Business Management

Aalto University, Helsinki

Master's thesis: Service Design for the Age of Agentic AI

2024 - 2026

Bachelor's Programme in Design

Aalto University, Helsinki

2021 - 2024