



# Petr KOZLIK

Product designer, Facilitator & Lecturer



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 kozlik.p

I help companies to understand and solve complex problems together with decreasing probability of failure through experimenting.

## Professional experience

### Senior Product designer | Seznam.cz

02/2018 - present | Prague, Czechia

Helping to a team of 5 designers with growth, collaboration and meeting business requirements.

### Product designer | Seznam.cz

01/2017 - 02/2018 | Prague, Czechia

Focused on travelling experiences and facilitated a problem-solving workshops.

### Digital product designer | 2FRESH.cz

02/2016 - 06/2017 | Prague, Czechia

Co-redefined a shopping experience for a start-up *Atoto*, participated in the US expansion and set a base for *2F University*.

### UX designer | Usertechnologies.com

11/2015 - 02/2016 | Prague, Czechia

Designed concepts and prototypes for web & mobile digital experiences with the overlap to the product management.

## Education

### Msc. Interaction Design

2014 - 2015 | Malmö University, Sweden

Thesis: *EXPLORING DIGITAL CURRENCIES: Designing a peer-to-peer exchange with use of Blockchain*

### Bc. Information Technology

2009 - 2012 | University of Pardubice, Czechia

Thesis: *The issue of Cloud computing with focus on services from Google*

### Erasmus - Information Security

01/2011 - 06/2011 | NTNU Gjøvik, Norway

## Core expertise

Concept development - from UX research, experimenting to a business pitch

Mentoring and teaching - expert analysis, facilitation and lecturing about the use of design thinking in practice

Strong in ability to feel what others are feeling, improvisation and switching between computer and human way of thinking.

## Selected products



### Windy Maps

Beautiful outdoor maps for active people that help you to find new places, routes and get you there without the use of data.

I participated during a definition of the concept, designed minimal viable product and helped to frame a communication before the launch.

<http://windymaps.com>



### CF Hero

People fighting with cystic fibrosis have to follow a challenging treatment which they underestimate in puberty.

I have been working with Petr Kosnar and Zdeněk Lanc on the concept that should help them to build rehabilitation habits and break misinformation which we explored as the most painful during the user research.

<http://www.cfhero.cz/>



### Public transport web

Czech public transport passengers missed an ability to compare connections between each other and they didn't know which way to take in order to catch the following connections.

We tried to fulfill these underserved needs in a new web app where I stay behind the concept and definition of a product metrics.

<http://seznam.cz/jzdnirady/>



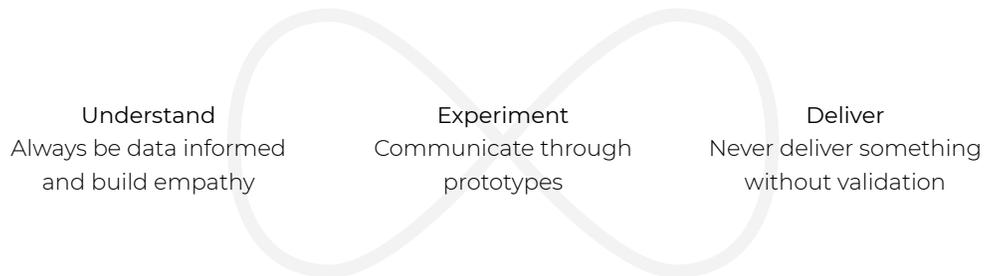
### Seznam.cz browser

The company called Seznam.cz has a similar portfolio of products as Yahoo. The Google and Seznam.cz search engines had a same market share in the Czech Republic until 2014.

I helped to refine two-factor authentication, co-designed new bookmarks together with a new look to a user profile which initiated changes in product priorities defined by the board.

<https://www.seznam.cz/prohlizec>

## How do I work



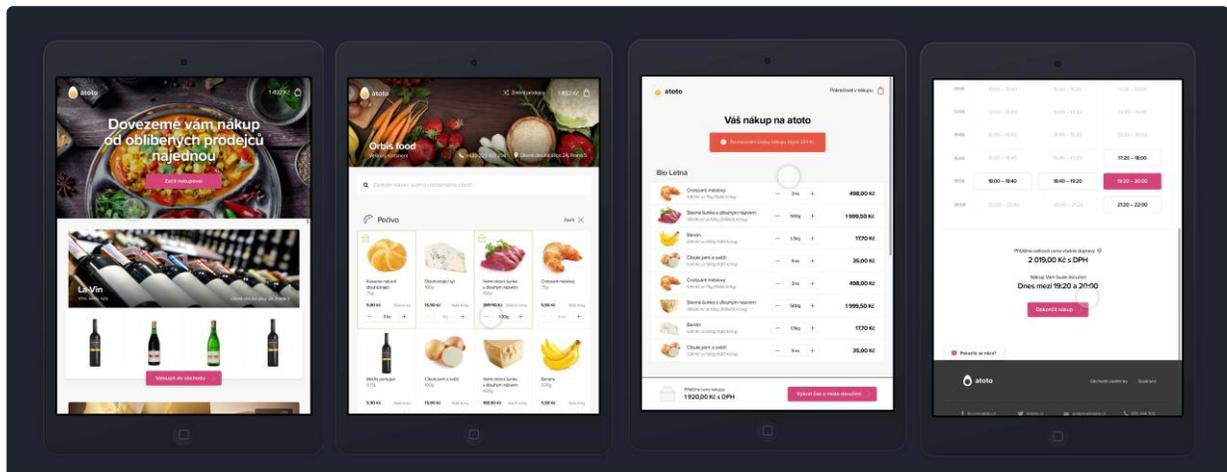
## Case studies



### Atoto

Atoto was an in-house startup of the 2FRESH agency. I joined a team after they received a seed investment. The goal was to create an online grocery shopping platform that will compare your shopping cart across other retailers to recommend you the best option. The initial concept failed because we didn't validate. I left a company by delivering a new concept of an online marketplace for local retailers that is right now successfully running at [Atoto.cz](http://Atoto.cz)

*A thoughtful designer should take never anything for granted.*



A concept of an online marketplace for local retailers



## Windy Maps

Seznam.cz intended Windy Maps to become an outdoor guide for active people that would work in any conditions. The strategic goal was to improve world data and create similar experience as with Mapy.cz in the Czech Republic but just for anyone around the world. My role was to frame a vision and help with the launch of the app not just as a product itself but with communication as well.



*"If you don't know where you are going, every road will get you nowhere."  
— Henry Kissinger*

### Defining vision and shared ownership in order to not miss deadline again

I found out that team members didn't know why they work on the Windy Maps app after the team missed two deadlines. I proposed series of collaborative workshops to involve team leaders and frame a vision, objectives and key results for a minimum viable product. We applied the OKR methodology by Christina Wodtke. People started to feel shared ownership, team spirit has changed and we finally launched on time.

The role of a designer isn't just to design for customers but for a team as well.



Key members of a team on a collaborative workshop



Synthesis of vision, objectives and key results

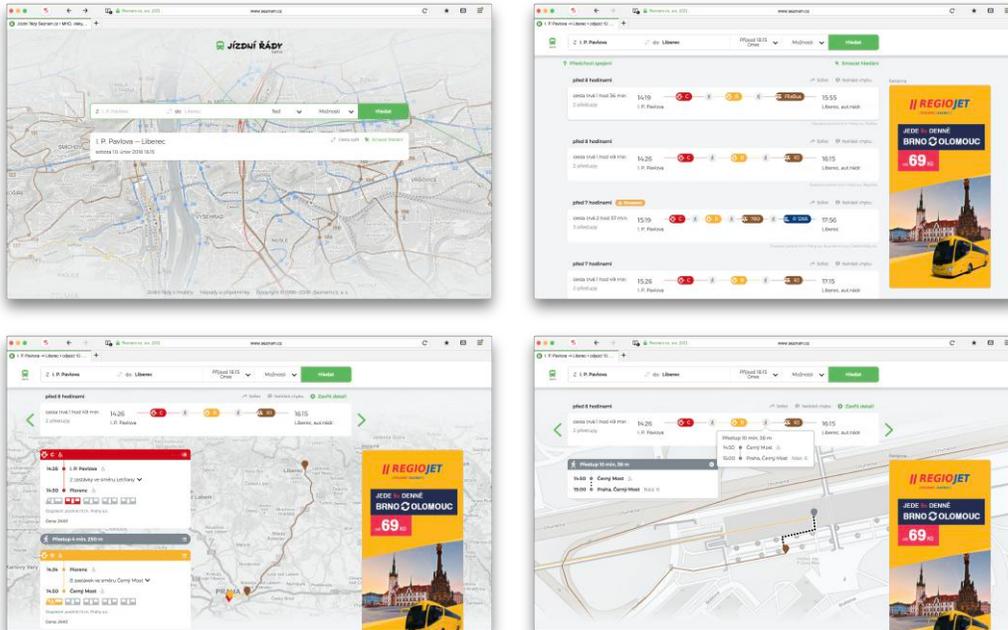


OKR poster as a result



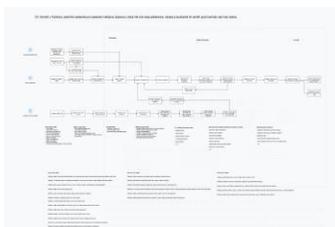
## Jízdní řády

My journey in Seznam.cz started with a concept for a public transport app for the web. The product manager gave me full confidence in setting a design process that would lead us towards a solution that has a potential to compete with IDOS.cz which represents a competitor with the biggest market share.

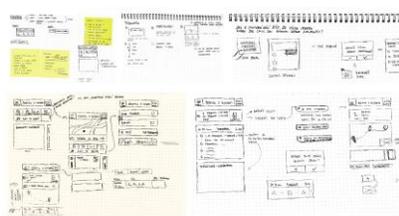


### Defining a concept of a public transport app in two months

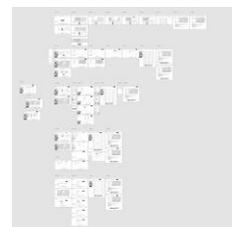
We started with initial understanding where we identified three main roles - everyday traveller, occasional traveller and tripper. I used the Jobs To Be Done method for synthesizing users needs. We measured unfulfilled potential to explore that people struggle with the ability to compare results between each other and uncertainty during transfers. Several iterations with user testing led us to the concept that is online at <http://seznam.cz/jizdnirady>



Defining user-flow



Early stage sketching



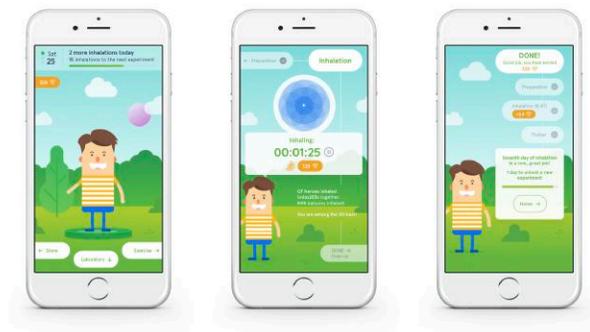
Prototyping various concepts



## CF Hero

We decided to join a team of CF Hero together with Petr Kosnar and Zdenek Lanc as our social impact effort. They had a concept for a personal coach which wasn't grounded on real users needs. The core problem was to deal with an elimination of a smart device distraction during rehabilitation which decreases effectiveness of rehabilitation. We used the double diamond process to think beyond the existing concept and come up with something more meaningful.

*Taking a step back is a great way to move forward.*



A demo prototype for pitch purposes

## Achievements & Awards



Winner of the App Parade 2017 with the Windy Maps mobile app



Winner of Startup Camp Lund 2015 with the blockchain concept United Öresund

## Recommendations

Petr is a natural-born quick-witted team player, probably because of his hockey roots. He is always searching for ways how to improve not only the project he is currently working on but also himself and his team by never-ending continual learning. His exceptional skills to engage people, pushing the limits and always thinking in "how might we" way never stop to fascinate me and fill me with motivation, inspiration and huge load of energy and faith.

*Jiri Sekera - Head of Design - Seznam.cz*

It is rare to come across such a talented guy like Petr. His work at Usertech enriched the whole team provided an alternative view of the work we are doing.

I was particularly impressed by Petr's ability to perform under stress, his insightfulness and attention to detail. I hope our paths will cross in the future again and I can recommend Petr for any UX related position.

*Jan Beránek - Founder & CEO - U+.*

Petr is one of the most valuable people I have ever met. Very smart, experienced and goal oriented team player. With every problem there was a solution. His focus keeps everything moving smoothly. He makes sure all the deadlines are met, and makes sure that whatever project he is working on meets the highest standards. Petr is highly creative and a very easy-going person to work with. It is an honor for me to recommend and endorse him.

*Martin Fuks - Director of products - Seznam.cz*