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MY STORY

I developed a deep interest in IT and its societal impact early in my life. During my studies in industrial design, I became concerned about the usability challenges posed by new technologies.
Due to these concerns, I began researching ways to simplify technology and understand how design and communication impact user behavior.
My passion for cutting-edge technology drove me to make these technology advancements as enjoyable and accessible as possible for everyone.

I became increasingly invested in psychology, service design, sound design, and UX/UI design. Over time, I began selling my work and, despite numerous setbacks, transitioned from a camera operator to a service designer.

I began freelancing, working with numerous clients such as **Tatra banka, KBC, Pelicantravel, Metrohm, and GenDigital,** among others. Simultaneously, I engaged in projects centered around experimental technologies like **VR/AR/XR (XPR Labs, OVRToolkit), AI (Nozomi, myReceipts),** and developing innovative approaches in existing industries **(YAER).**

Later, I founded an innovation laboratory called **re:vival labs** to gain greater freedom in experimentation and conduct in-depth research on neurodivergence. This allowed me to explore how various aspects of the user experience, including UX, are profoundly affected by neurodivergence.

I am passionate about experimenting and striving to achieve the perfect design in emerging technologies. My work involves helping companies, innovation labs, and startups grow, improve, and explore new possibilities to their fullest potential.

PORTFOLIO

OVR TOOLKIT

WHAT IS OVR TOOLKIT?

The most popular and widely-used utility in Virtual Reality, primarily focused on enhancing the usability and accessibility of traditional computing interfaces within the VR environment.

WHY THE REDESIGN?

OVR Toolkit is a powerful tool packed with numerous options and features. However, this abundance of features also became its downfall. Continuous development of new features made the UI increasingly cluttered and messy, with some elements appearing outdated and the overall user experience suffering.

To make matters worse, a new competitor with significantly better UX and UI was about to enter the market. We had less than two weeks to redesign and implement all new features to stay competitive.

HOW WE DID IT?

OVR Toolkit initially lacked any data on its usage, necessitating extensive research, feedback gathering, and UX testing to ensure the final product would be perfectly tailored to its primary user base. With less than two weeks for the entire redesign, we quickly established an agile process to identify and address the most significant issues with the current GUI. The entire app was redesigned from the ground up, with minimal changes to the backend, to ensure it was ready before OVR Toolkit's biggest competitor entered the market.
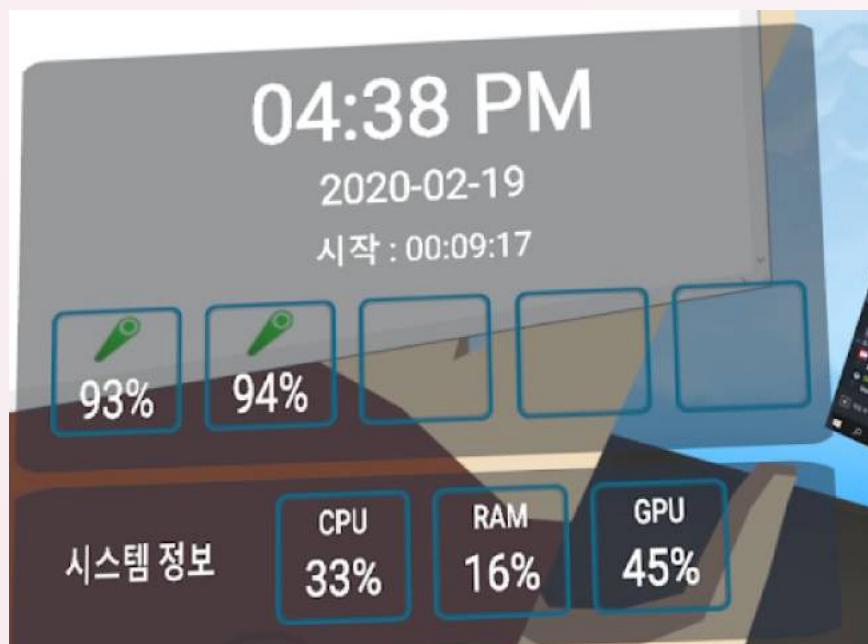

* Before redesign

MODULAR DESIGN

A critical aspect of the design was to develop a modular and highly customizable interface for VR users. The entire design revolves around "content blocks" that can be seamlessly enabled or disabled without exiting the VR environment.

CUSTOMIZABILITY IS THE KEY

Meeting the diverse needs of VR users posed a significant challenge, prompting us to ensure our app catered to a wide audience. To achieve this, we developed a range of color schemes, sizes, and contrast themes that users could instantly adjust within OVRT. Usability in VR is critical due to its reliance on specialized hardware with unique interaction methods compared to traditional websites or mobile apps.

The complexity increased further with the variety of VR headsets available, each differing in resolution, display technology, field of view, color accuracy, tracking systems, and controls. Fortunately, we conducted extensive testing across multiple devices to guarantee our app's usability excelled across all hardware platforms.
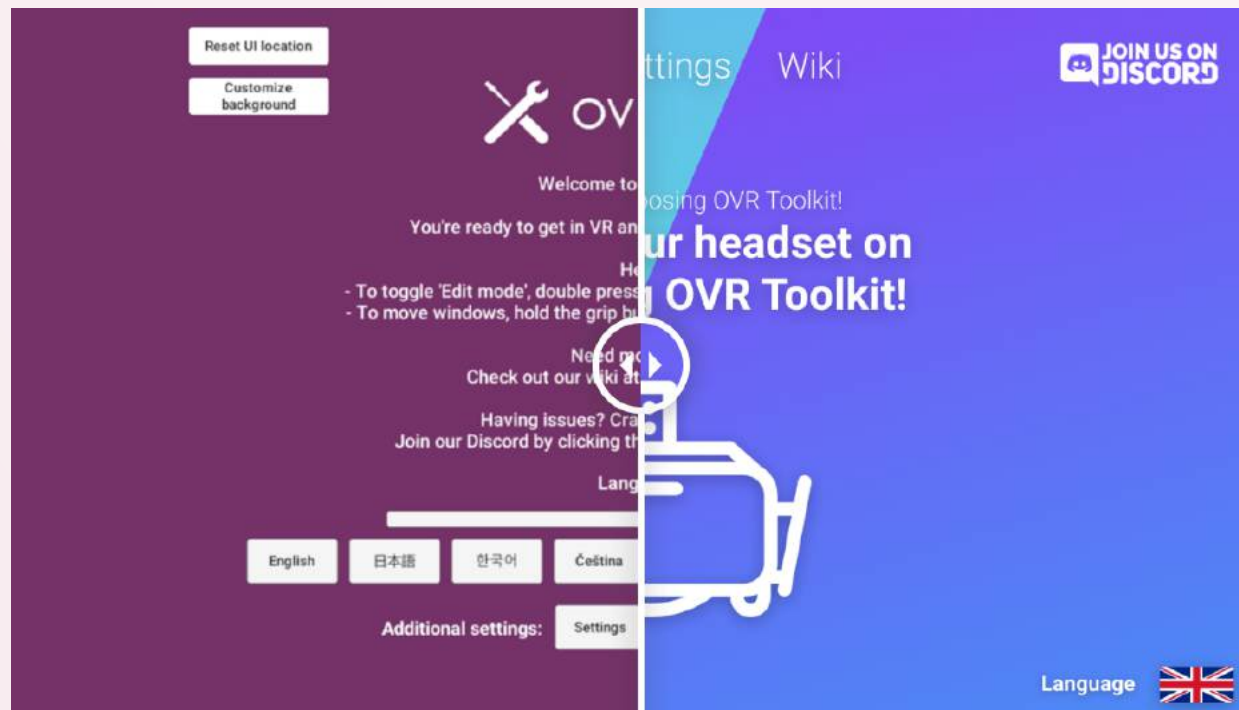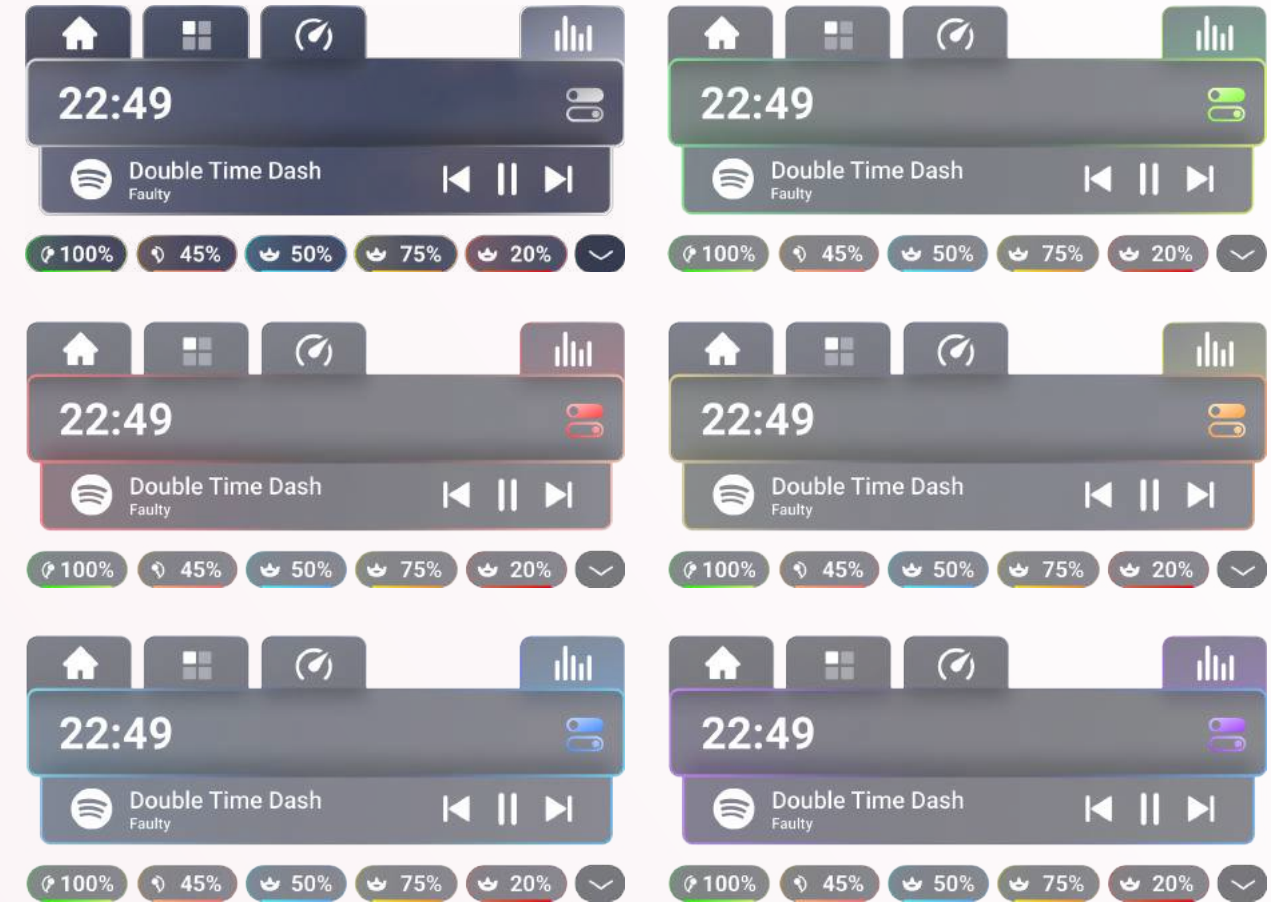
* Desktop interface

AND MUCH MORE...

Following the successful redesign of OVR Toolkit, we introduced a new desktop UI, enhanced micro-interactions, smoother animations, a revamped settings tab, and updated branding.

Building on this success, we embarked on developing a "3.0" version of the software, aimed at further enhancing UX/UI elements and introducing a new backend architecture.

WHAT PEOPLE HAVE SAID ABOUT IT?

They've been putting some **damn fine work.** The latest update is amazing.
Basically **everything I could want** from a VR overlay program.

– ActualKiwi (Steam)

Way better than the old one, so good and **so easy.**
The updates are even better.

– Captain Diggles (Steam)

This tool is **really great and very professionally implemented.**
I wonder how I survived without it for such a long time.
In my opinion, **this should be an integrated part** of the
Steam Home.

– JeltzProstetnic (Steam)

Great tool, hugely functional, **and now polished** and **even more functional** through recent updates.

One of the **recent updates** made this super functional and **quite streamlined** – honestly probably **better than** something I'd expect from **Valve themselves.**

– DarkAegis (Steam)

TATRA BANKA

PROJECTS

Face Biometry TB - Create a bank acc. or loan with your face
Chatbot - Design manual / UX of Mortgage chatbot
UX/Ul of Pepper - humanoid robot
Chat based payments (FB, WhatsApp, Telegram...)
Cooperation on a new Internet banking and TB website

FACE BIOMETRY

The primary objective of this project was to allow non-customers to open a TB bank account and enable existing TB customers to apply for loans conveniently from their sofa, using facial recognition technology.

However, achieving this goal posed significant challenges. Opening a bank account or applying for a loan involves intricate processes, and ensuring a seamless and user-friendly experience was a formidable task. Through multiple iterations and rigorous user testing, we successfully developed a process that was both satisfying and straightforward for users to navigate.
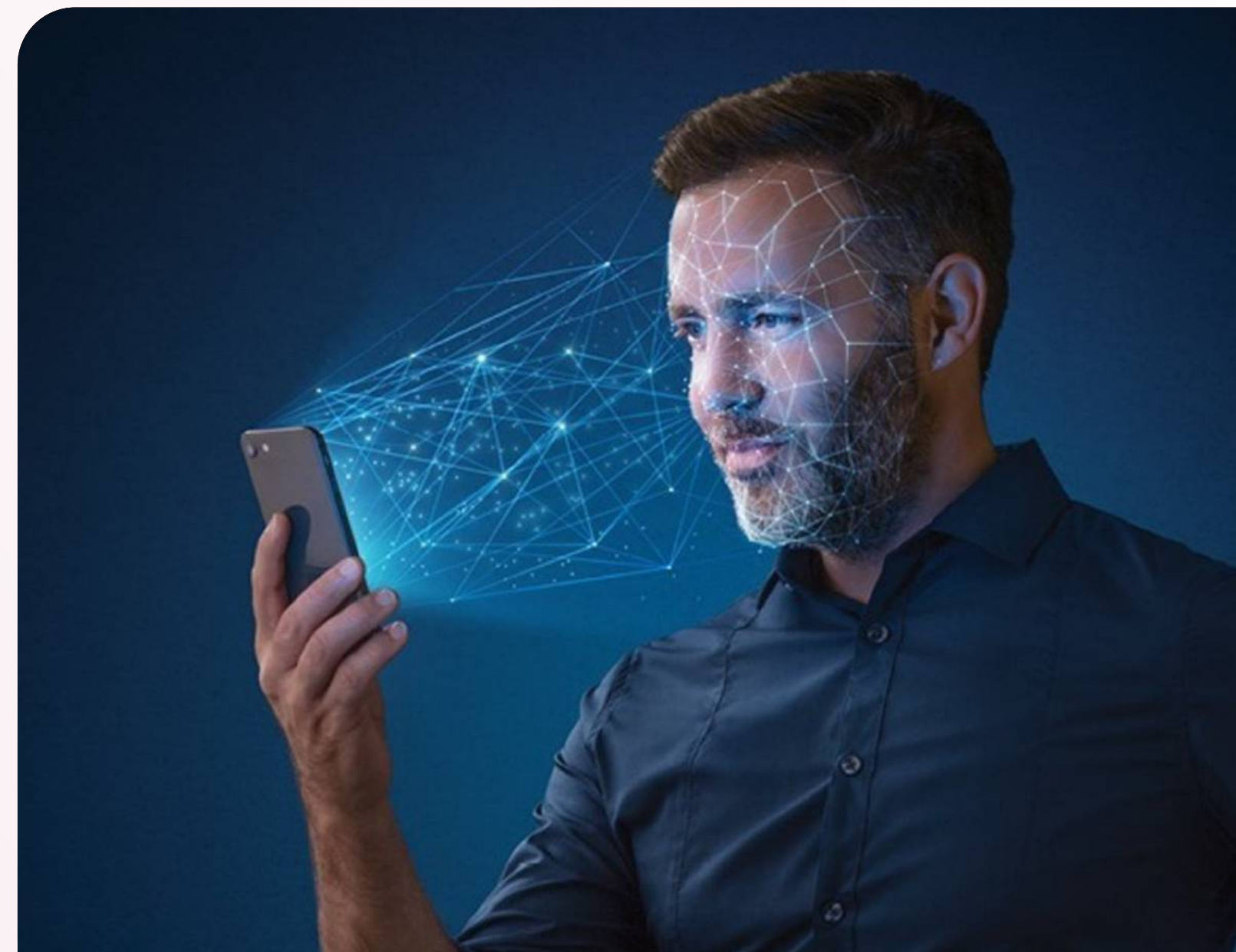
PEPPERTB

My colleagues in the R&D department and I spearheaded groundbreaking projects that were unprecedented in the Slovak market, one notable example being PepperTB.

Our aim was to imbue Pepper with a lifelike persona, and as a UX designer, my role was pivotal in achieving this vision.

I sought to make Pepper feel authentically unique and approachable, embracing its natural quirks and imperfections. This involved creating diverse communication and interaction pathways that felt organic and genuine, avoiding artificiality.

Pepper's integration with face and sentiment recognition backends offered an exciting opportunity to craft various attributes and response paths. This allowed Pepper to engage with individuals based on factors like age, attire, mood, and even client status, ensuring every interaction was not only distinct but also genuinely helpful.

Whether interacting with a joyful child, a prospective client, or a dissatisfied customer, the goal was to make each engagement personalized, meaningful, and supportive.
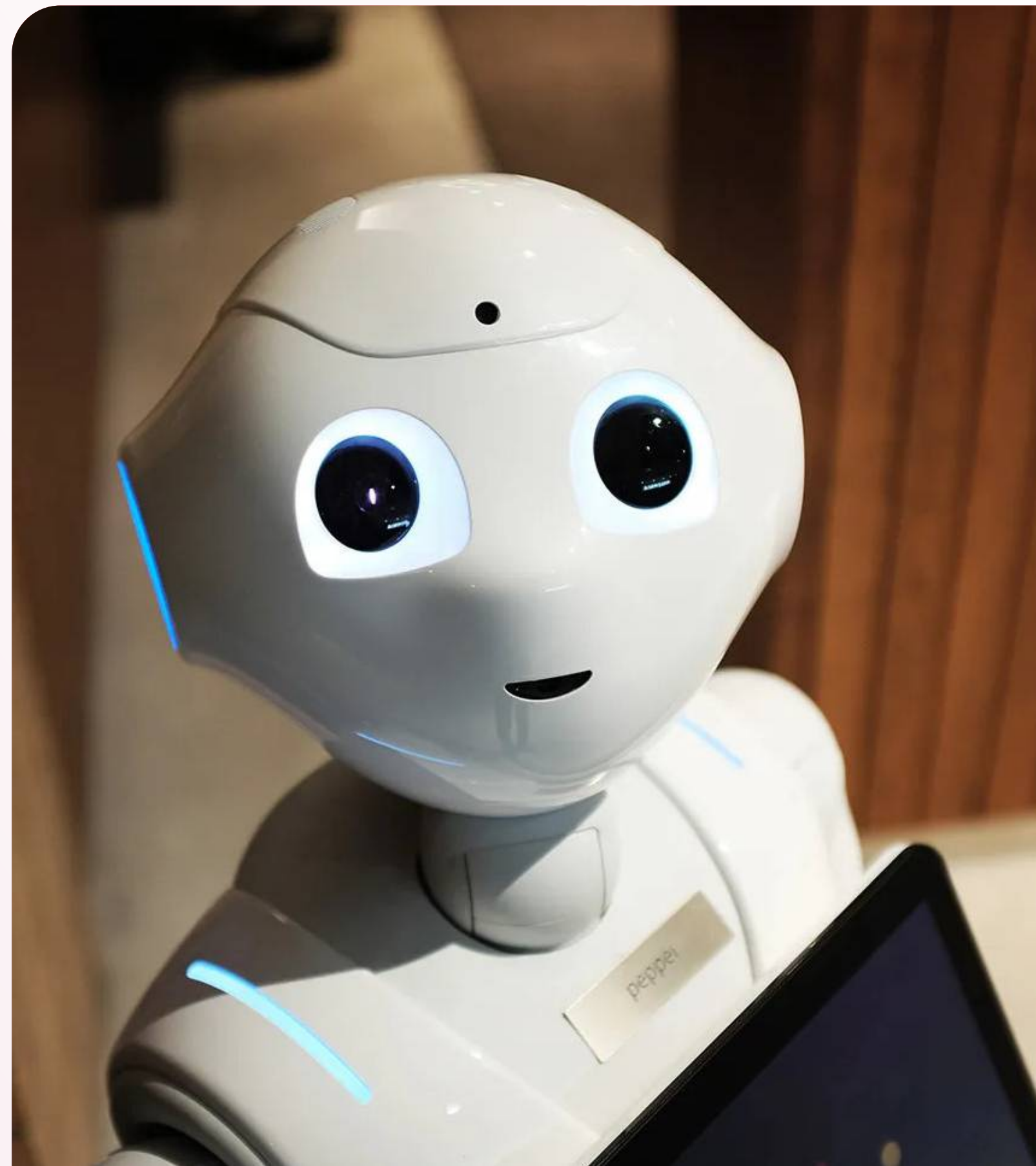
CHATBOT DM

Tatra banka consistently strives to lead in innovative banking solutions, and the chatbot project was no exception.

My role involved crafting a comprehensive and scalable design manual for the chatbot. This encompassed defining the chatbot's personality, visual appearance, response times, communication flows, UI sounds, platform-specific designs, and detailed implementation guidelines.

Being deeply user-centric, the project required extensive user testing, interviews, and data gathering. This ensured that the final product not only delivered a fun user experience but also effectively relieved Tatra banka employees of workload burdens wherever possible.

CHAT BASED PAYMENTS

Human behavior is constantly evolving, and it's essential to keep pace with these changes at all costs. Our research revealed a growing trend among users who prefer "thread"-based communication on platforms like FB Messenger, Telegram, and Viber, using them for a variety of tasks from casual chats to booking flights.

At Tatra banka, we co-developed an app called Viamo designed to simplify money transfers between friends with just one click. Recognizing the popularity of thread-based messengers, we saw an opportunity to integrate Viamo into these platforms, thus introducing in-chat payments to streamline transactions seamlessly.
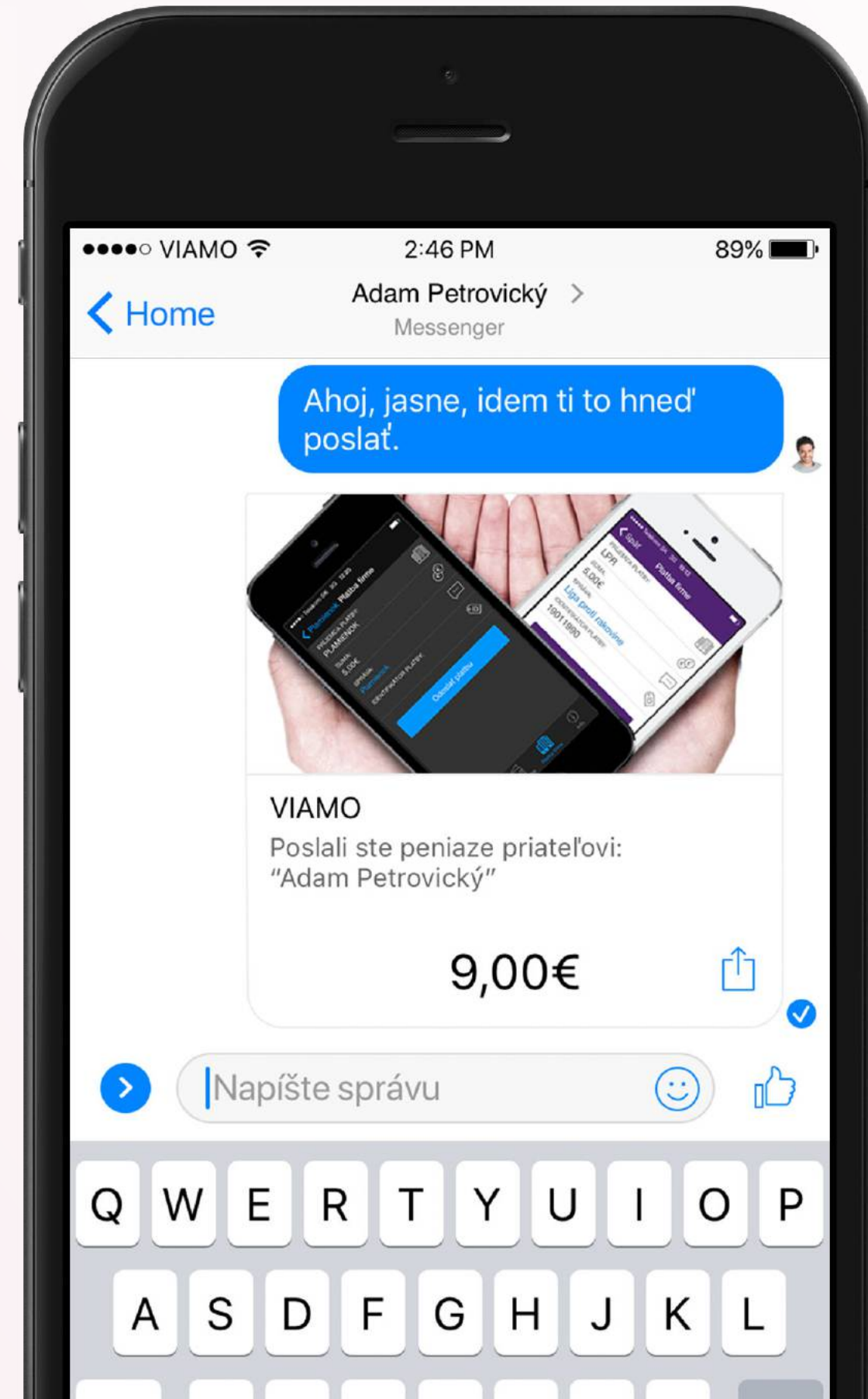
COLLABORATION ON NEW WEB AND IB

Continuous maintenance and improvement are essential for every website.

We undertook a comprehensive redesign of Tatra banka's website, mobile app, and internet banking platforms. Our approach began with extensive data gathering and user feedback to identify key issues and areas for enhancement.

Given the scale of this project, we collaborated with a leading external agency to ensure efficient and effective teamwork, aiming for a swift and seamless process.
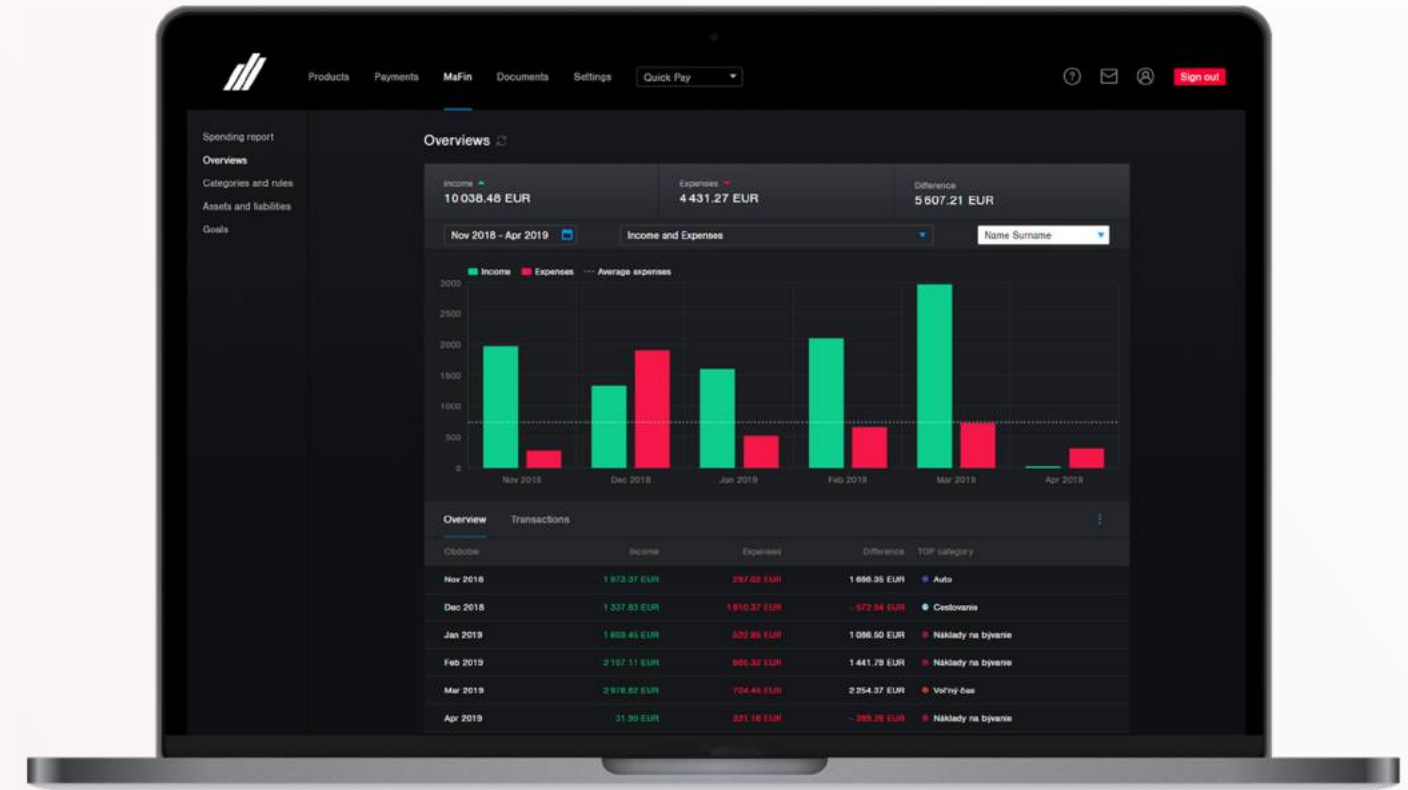
VARIOUS VR/AR EXPERIMENTS AND MORE...

Of course, that's not all. During that time, we enthusiastically explored numerous cutting-edge technologies such as AR, VR, AI, 3D heat-mapping, and more.

Additionally, there were several intriguing secret projects that I'm unable to discuss just yet.
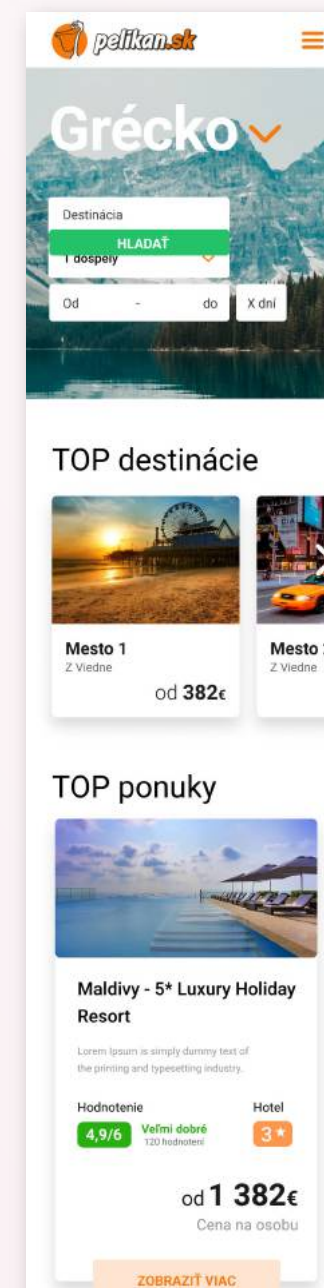
PELICANTRAVEL

RESPONSIBILITIES

Establishment, mentoring, and leadership of a design team
Development of a new company-wide design language
Creation of numerous web and app designs

CREATION AND MANAGEMENT OF A DESIGN TEAM

My primary objective was to assemble, educate, and oversee an agile design team within the company, enabling us to swiftly respond to market dynamics and pioneer innovative experiences that outpace competitors.

DEFINITION OF COMPANY'S NEW DESIGN LANGUAGE

The primary challenge was the inconsistency across all pages, each having a distinct look and feel. The company urgently required a unified design language, comprehensive design manual, developer-friendly UI kit, and cohesive brand guidelines applicable across the organization. Through diligent effort, we successfully achieved a more distinctive and, crucially, consistent user experience across various pages and platforms.
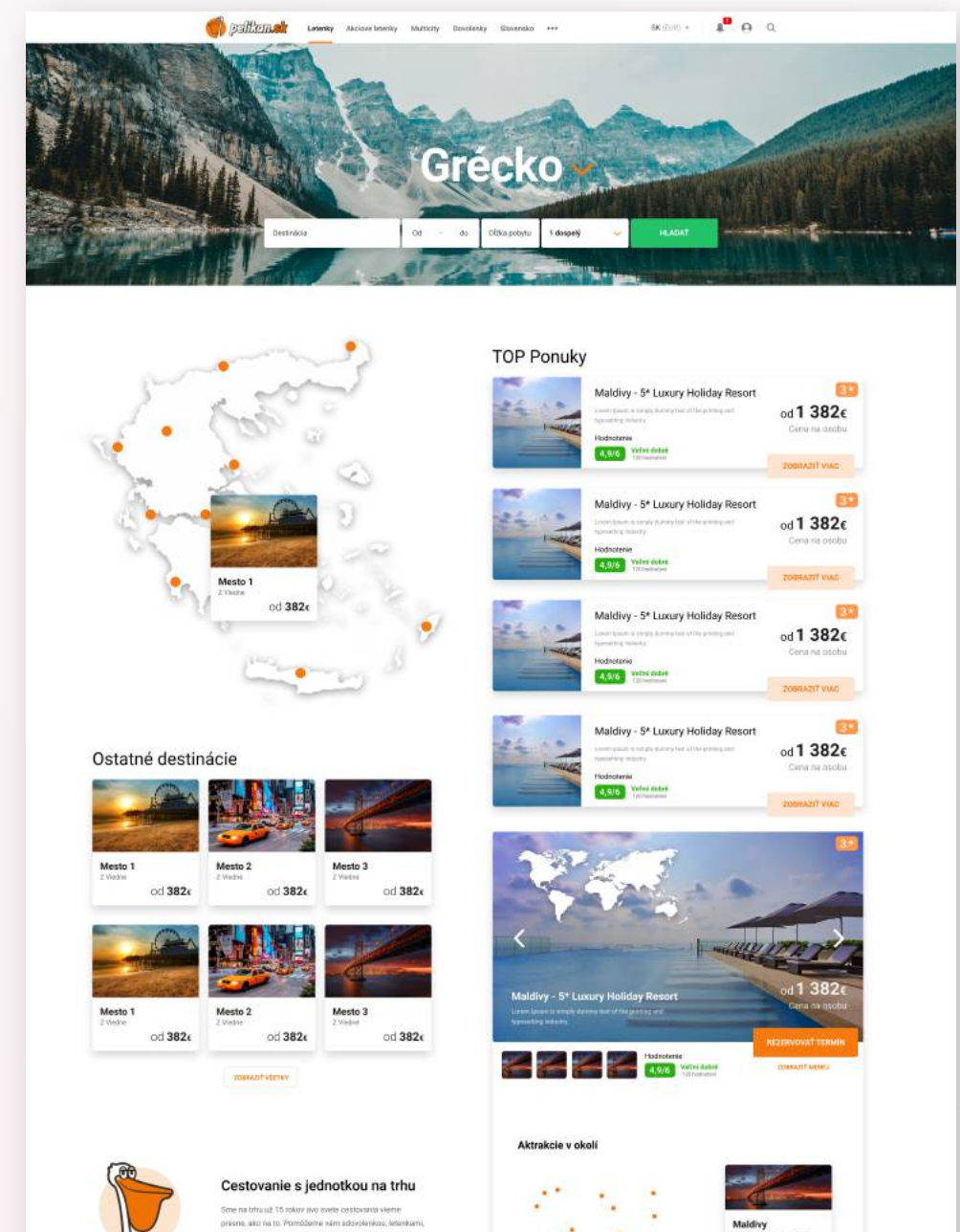
WEB AND APP DESIGNS

While establishing a new design language for Pelicantravel, I crafted a diverse array of web pages and mobile apps. These ranged from cross-selling pages to landing pages for numerous international campaigns, as well as for new products and services offered by the company.

Throughout this process, I collaborated closely with every department, spanning from business intelligence to marketing. This ensured that our designs not only stood out uniquely from competitors but also prioritized user-friendliness for both existing and potential Pelicantravel customers.

Development compatibility was also crucial. All websites I created were meticulously designed to be seamlessly implemented by our developers and fully compatible with our existing, sometimes custom, CMS systems.

KBC GROUP
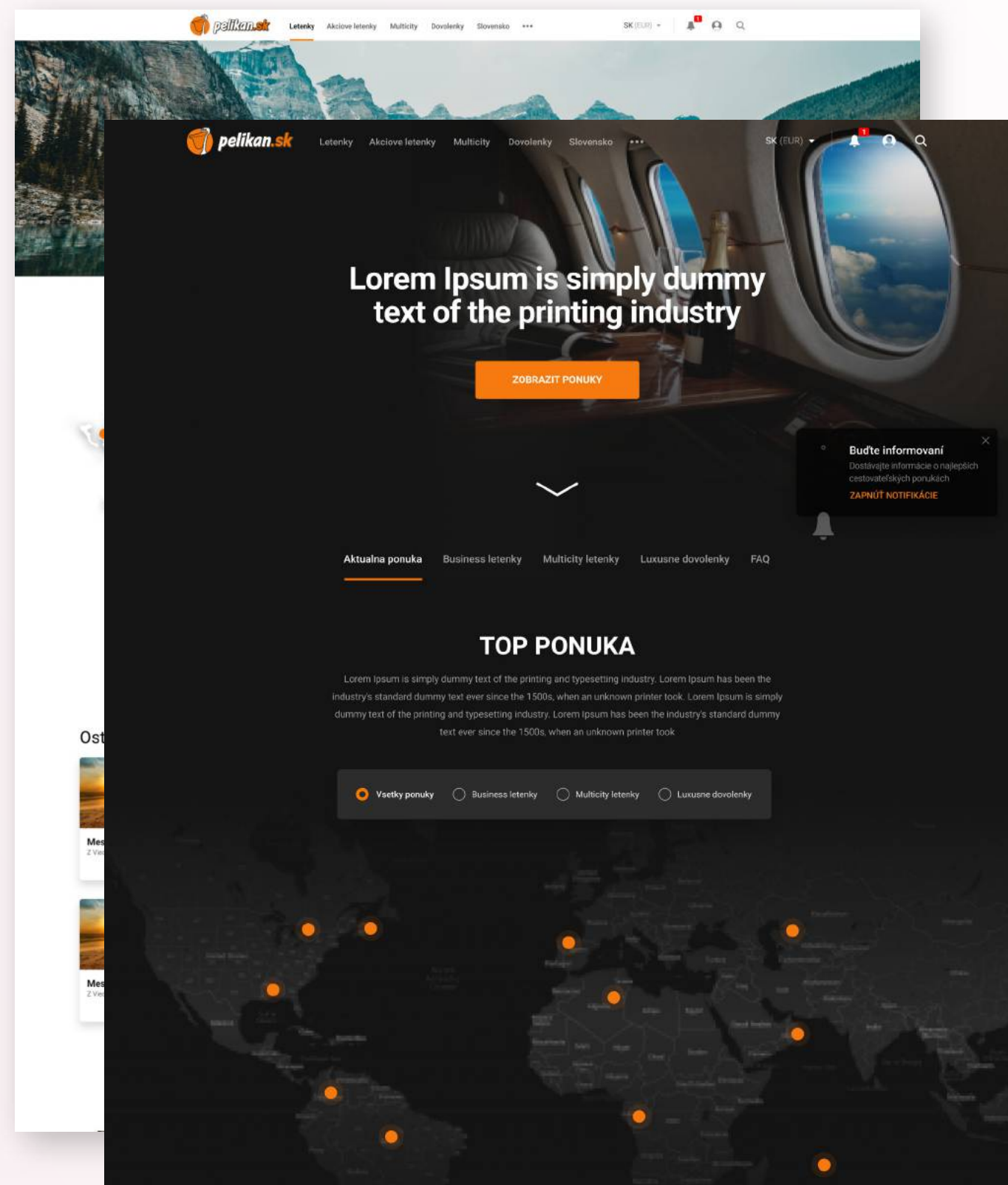
REDESIGN OF K&H MOBILE APP

Redesigning the entire K&H mobile banking app posed a significant challenge within a tight timeframe. A critical aspect was navigating and conveying the cultural nuances between Slovak, Belgian, and Hungarian users regarding their expectations and usage patterns for banking apps.

After collaborating closely to establish relevant KPIs aligned with both client and customer needs, I commenced the design process. One of the major hurdles was executing this redesign without making any backend changes. Despite the complexity, effective communication enabled us to achieve our goal within the specified timeframe.

Conducting extensive user testing proved invaluable, resulting in overwhelmingly positive feedback from K&H customers. This validation was immensely gratifying and underscored the success of our efforts.
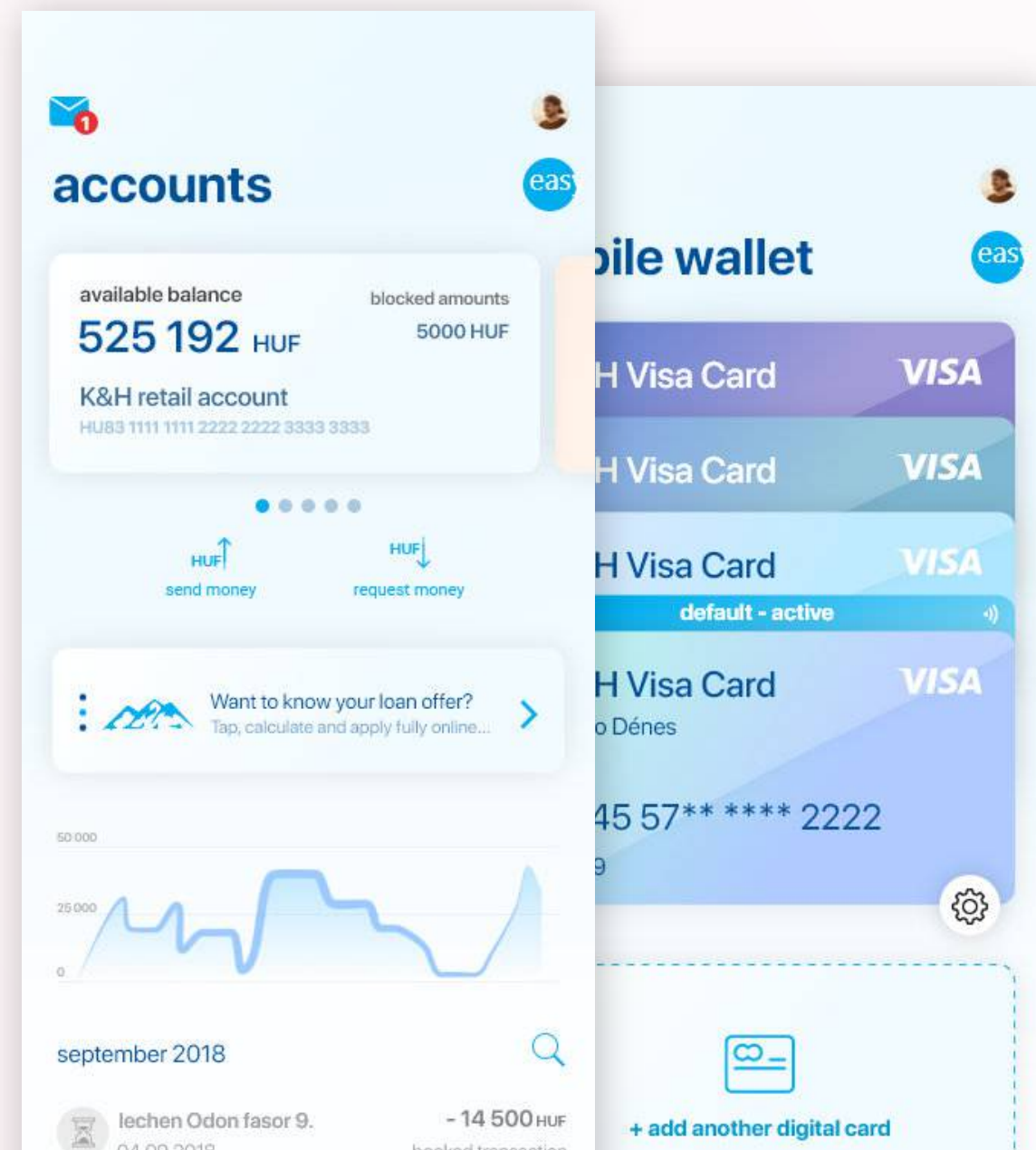
DESIGN OF MANY NEW FEATURES IN UBB APP

In this project, effective communication, particularly with developers, was paramount to success.

Just like the K&H project, our task was to innovate and design new features for the mobile banking app without altering the backend infrastructure, which included developing a chatbot-driven insurance process.

Regrettably, I'm unable to disclose further details at this time.
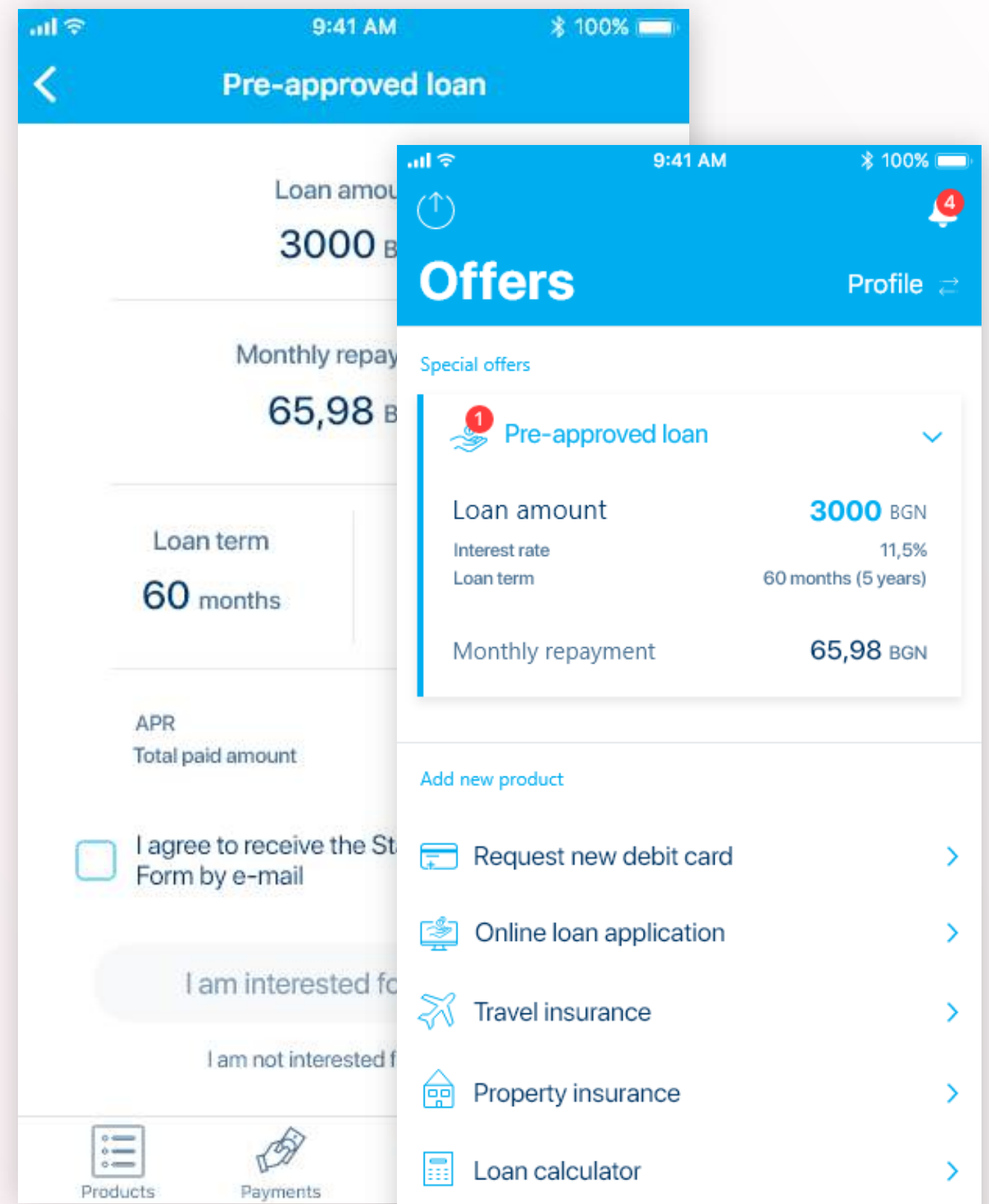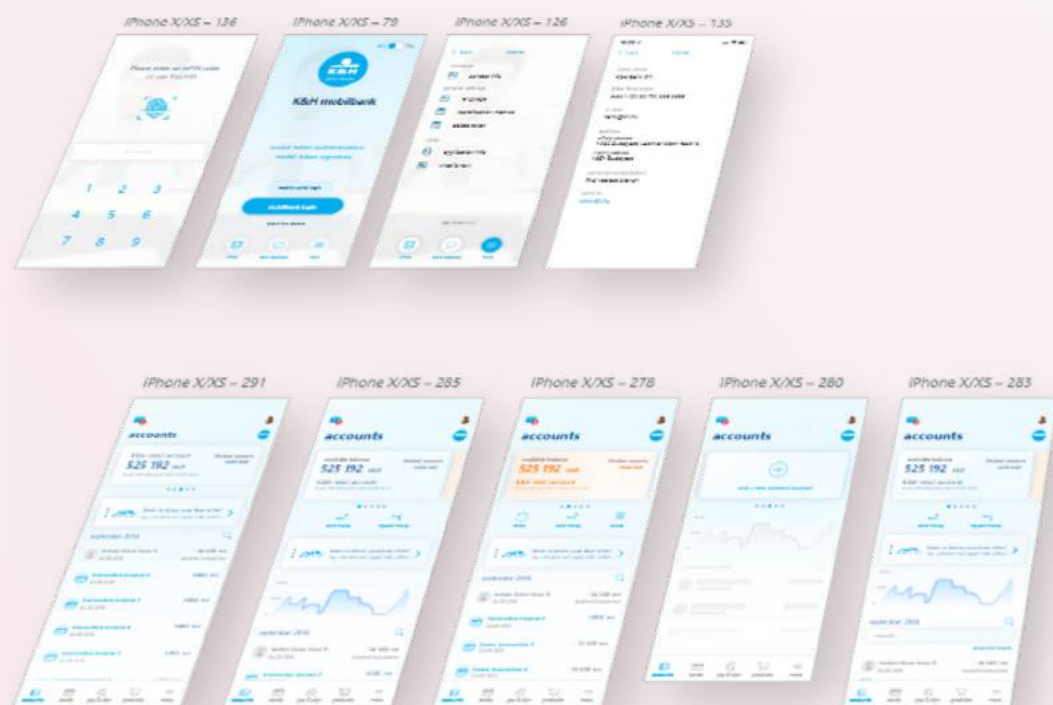
OTHER PROJECTS

PROJECTS AND STUDIES

re:vival labs - Innovation laboratory
GenDigital / Avast - UX Design + Team Lead
myReceipts - Receipt scanner and accounting mobile app
Yet Another Endless Runner - Mobile game
Metrohm AG - Omnis, all-in-one chemistry analysis SW
XPR Labs - Mixed reality social platform
Verifyo - Website, web/mobile app, branding
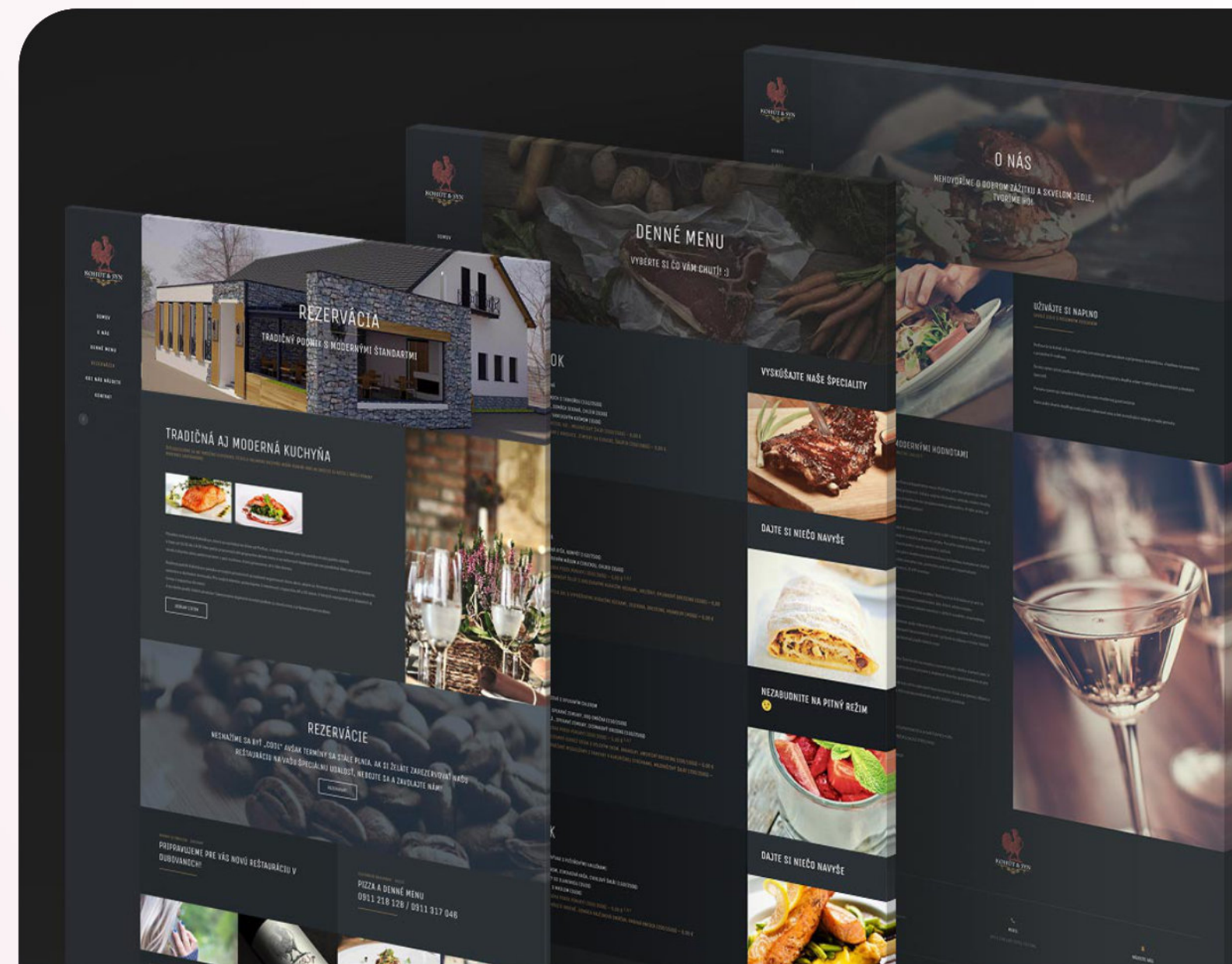**GexPay** - Mobile fintech banking app
MOL - Cash register software design
O2 My zone - Customer portal website
Nozomi Player - Music app
Pegasi Media - Social network app
Refresher Market - Website for 2nd hand market platform
...various smaller websites and apps, projects under NDAs

RE:VIVAL LABS

Founder of an innovation laboratory deeply committed to pioneering experimentation with cutting-edge technology, delving into human psychology, neurodiversity, and design while steadfastly challenging and reshaping established norms.

Our immediate focus is on developing several pivotal products to propel our initiatives forward.

GENDIGITAL / AVAST

Hired as a Senior UX/UI Designer and later promoted to UX Team Lead to mentor the internal design team with focus on customer acquisition and the development of a comprehensive new design system. This system was designed to be compatible with newly acquired products following the successful merger of Norton and Avast.

Key responsibilities include:
- Spearheading and delivering new projects
- Managing a team of designers within the customer acquisition team, encompassing project planning, process optimization, time management, workload allocation, team development, and leadership duties
- Ensuring all designs adhere to established guidelines while advocating for guideline adjustments when necessary to meet product needs
- Collaborating on and facilitating the recruitment and onboarding of new team members

re:vival
labs

Avast Cleanup Premium

System Junk

🗑 **16.9 GB found in total**
Choose a cleaning mode or select which categories you want to clean.

Recommended · All · Custom

	Name		Items	Size	
☐	Old Windows Restore Points	tortere	2	3.2 GB	>
☑	Program backup files	tortere	2	143.8 MB	>
☑	Program cache files	tortere	2	143.8 MB	>
☑	Program log files	tortere	2	143.8 MB	>
☑	Program temp files	tortere	2	143.8 MB	>
☐	Recycle Bin	tortere	2	143.8 MB	>

CLEAN NOW

MYRECEIPTS

I oversee all facets of development, encompassing design, marketing, visuals, team management, KPIs, milestones, testing, sales, BI, and beyond.

Our primary app focus is simplifying expense management for freelancers and businesses of all sizes. Instead of manual receipt scanning, users can effortlessly scan QR codes on receipts. Our app then retrieves all necessary receipt details through government-provided APIs linked to their financial institutions. For regions lacking electronic receipt systems, we aim to offer a straightforward implementation with a robust backend.

Additionally, users can set warranty reminders, export receipts to PDFs, or integrate seamlessly with leading accounting software like Pohoda, Money S3, Alta Vista, and others.

Future plans include an on-demand solution tailored for large enterprises, such as inventory management or employee benefits. The app is currently available for download, with more information at **myreceipts.digital**.

YET ANOTHER ENDLESS RUNNER

One of my personal projects, initiated with a core team assembled at re:vival labs, focused on establishing robust processes and fostering collaborative methods within a remote team environment. Emphasizing agility and cultivating a supportive work culture were primary objectives.

A secondary goal involved educating and preparing team members in utilizing various design and music creation tools, as well as game engines such as Unity and Unreal. We also focused on managing data, tasks, and requests, providing insights into software development practices and ensuring successful project delivery.

Our achievement included the design and full development of a mobile game, now available for download and play at **play.rvlabs.eu**.
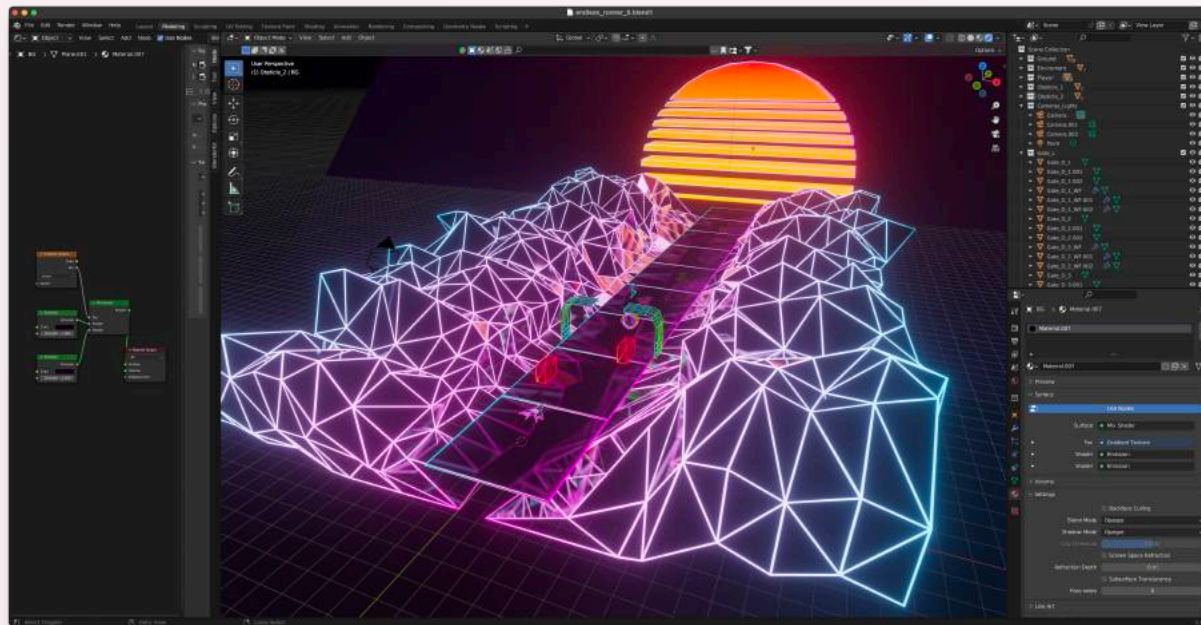
* First hi-fi concept created in Blender
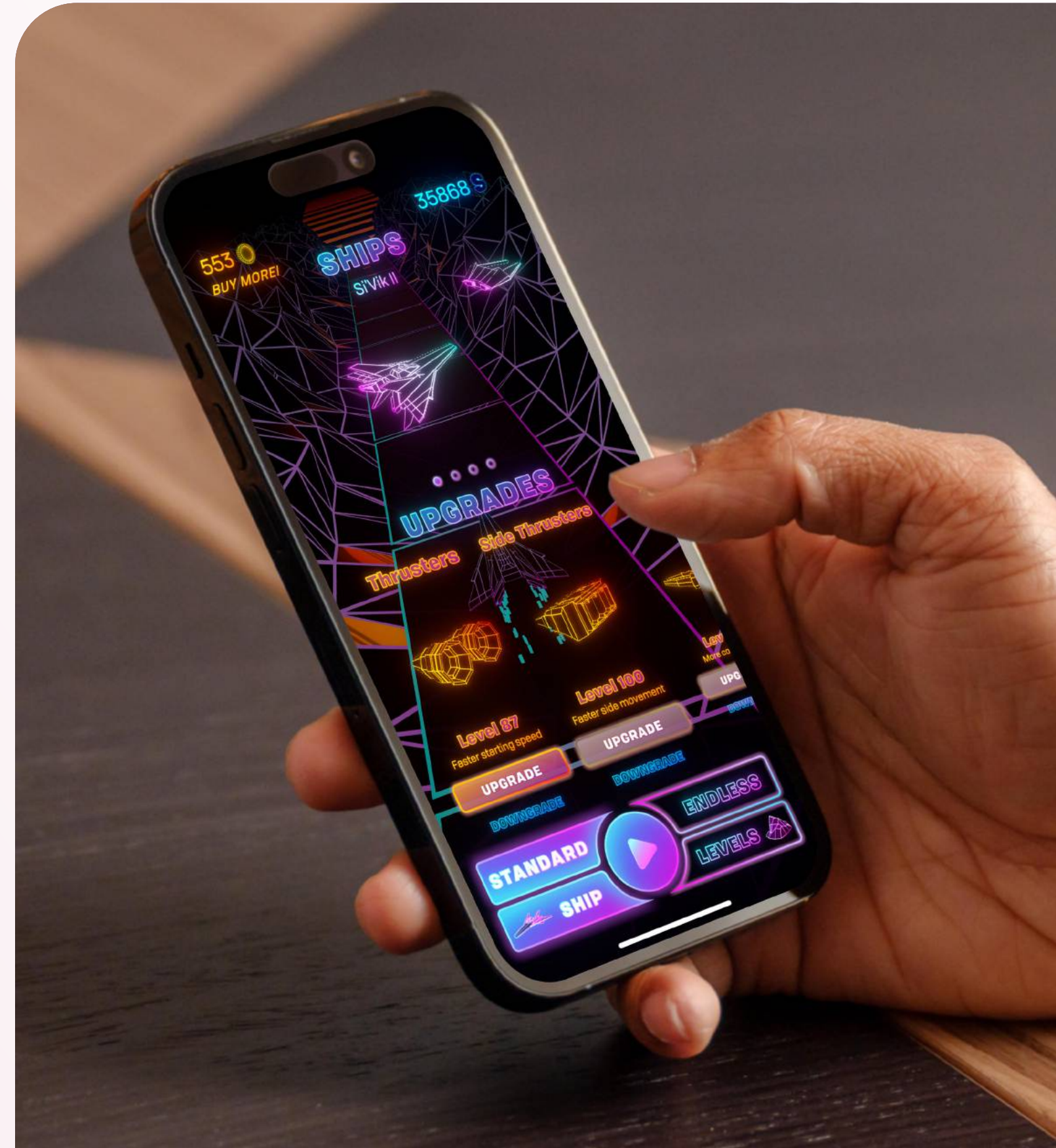
METROHM AG

I focused on designing and enhancing the user experience for world-leading chemistry software and hardware, while also spearheading improvements in design processes and mindset within the company.

In addition to my core responsibilities, I led the design and implementation of spectroscopy features, integrating various prediction models and methods into Omnis software as a Spectroscopy UX Engineer.

Navigating the unique challenges posed by the lab environment and the mindset of chemists proved both intriguing and rewarding. Joining the small UX Team at Metrohm presented a significant yet enjoyable challenge that I embraced wholeheartedly.

Substantial strides were made in both the UX Team's capabilities and the broader company's appreciation for user experience in software and hardware development.
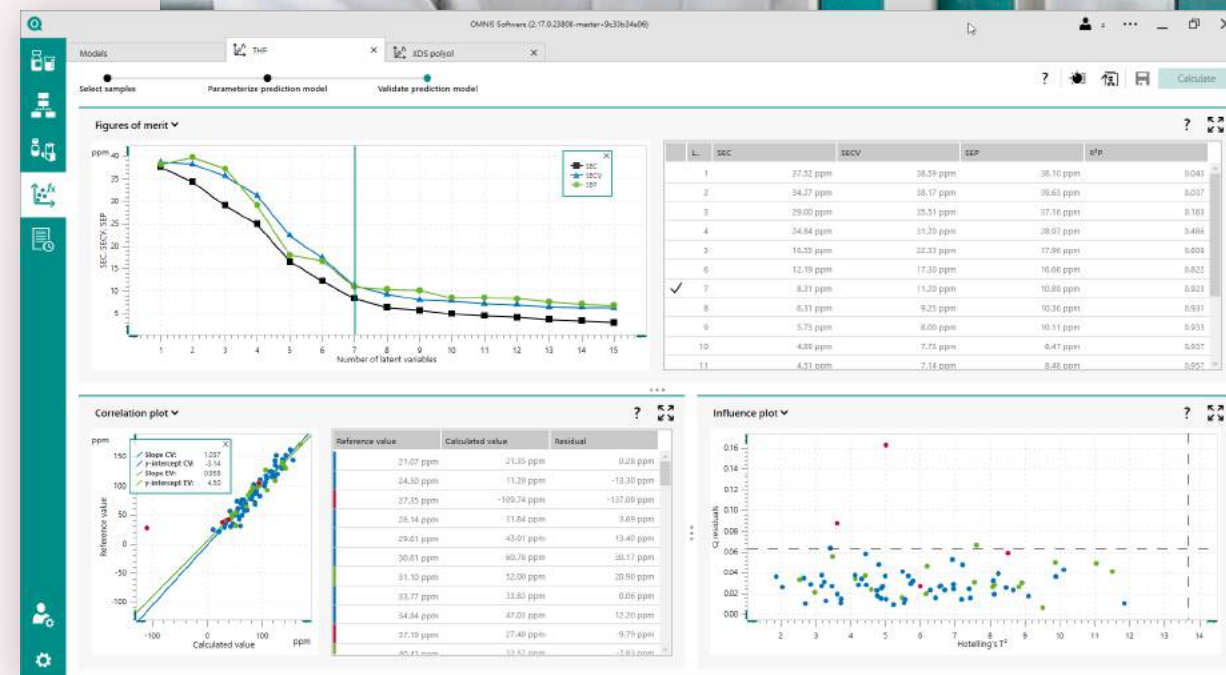
XPR LABS

At XPR Labs, our focus was on seamlessly merging virtual, mixed, and real-life experiences. As a service designer, my role centered around researching and designing these innovative experiences, particularly for event participation and organization. Working remotely with the company based in Canada presented unique challenges but great new learnings about long-distance remote work.

Navigating the intersection of virtual and physical experiences posed significant challenges, especially considering the rapid evolution of XR technologies and their non-mainstream adoption. Bridging the gap between individuals with varying technical expertise, generational differences, and diverse backgrounds was critical.

Through extensive research, we initiated the development of a portal designed to accommodate these diverse roles effectively. This portal facilitated tailored experiences for event management, venue rentals, accounting, legal matters, and interactions among visitors, organizers, sponsors, and more. These solutions were seamlessly integrated with XPR's VR platform and various XR devices, enhancing user engagement across virtual and in-person event settings.
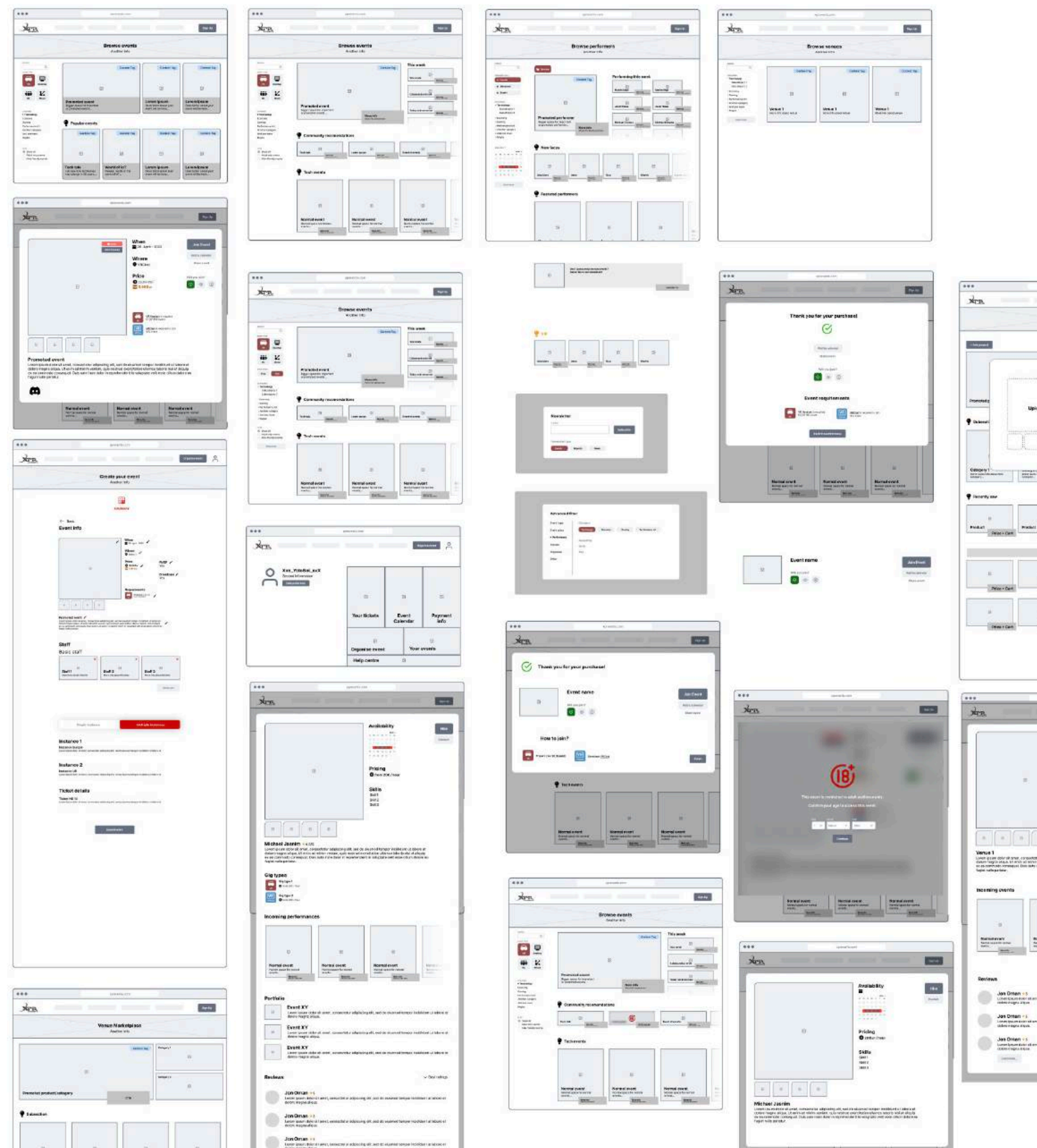
VERIFYO

Led the comprehensive corporate identity, web, and app design overhaul for a startup dedicated to enhancing the rental experience in Austria and Slovakia.

The platform empowers landlords to efficiently manage a vast pool of candidates, request legal documents, oversee property portfolios, and gain insights through detailed analytics and trends.

For renters, the system streamlines the application process, offering a transparent view of all applications alongside comprehensive property and landlord information. PSD2 integration enables users to manage profiles seamlessly, calculate rent affordability, and even apply for loans, ensuring a hassle-free rental journey.


*Renter dashboard

GEXPAY

Led UX/UI design for a mobile banking app within the fintech sector, enabling seamless exchange of stocks, crypto, and fiat currencies.

Starting from scratch, we crafted a user-centric design that integrated PSD2 compliance with intuitive flows, enhanced by gamification elements tailored for GexPay users. A pivotal innovation was optimizing the entire app for single-thumb navigation, anticipating the trend of larger smartphone sizes, particularly among affluent EU markets.

We closely monitored evolving UI trends, such as the widespread adoption of dark mode in phone interfaces, and embraced these changes early on. This strategic decision not only enhanced user comfort during late-night trading sessions but also distinguished GexPay in a competitive landscape focused on the US stock market.

Our design aimed to simplify the journey for novice traders, ensuring accessibility and distinctiveness while meeting stringent regulatory requirements and market demands.
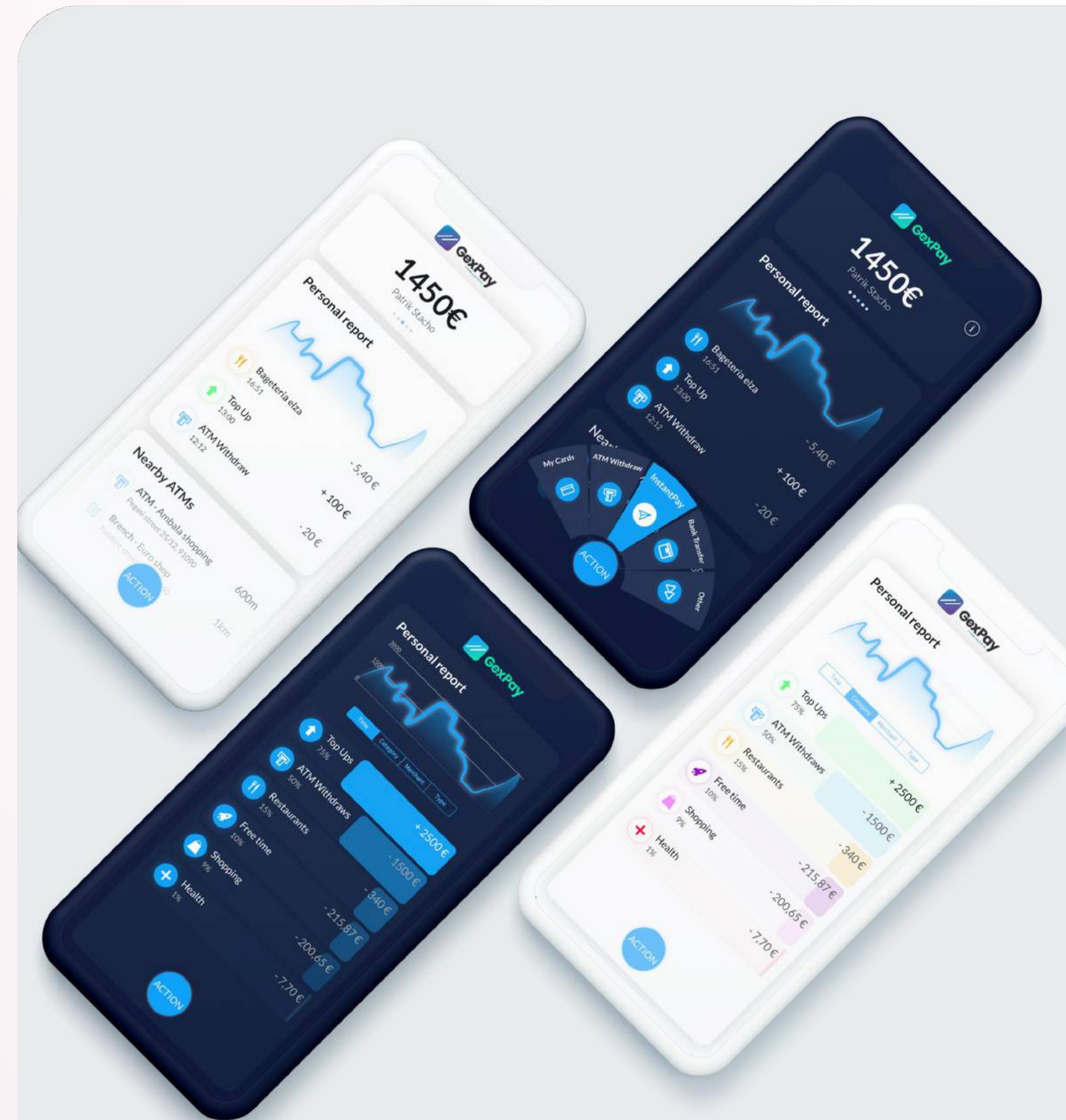
MOL CASH REGISTER

The initiative stemmed from a discussion with a local designer group highlighting widespread issues with cash register designs. Many systems suffer from poor usability, leading to prolonged learning curves for new staff and inefficient workflows due to underoptimized software on low-powered hardware.

Addressing these challenges required innovative solutions. Given the constraints of small display resolutions and sluggish touch response from pressure-sensitive digitizers, I took several strategic steps:

Firstly, I streamlined the interface by minimizing complex graphics and reducing scrolling, focusing instead on intuitive touch, click, and key interactions. This approach alleviated computational strain on the units, improving overall performance.

Secondly, I prioritized self-explanatory design elements. Recognizing high turnover rates in work environments like gas stations, I aimed for a user interface that could be grasped within minutes of interaction.

Lastly, I optimized the UI framework for developer assembly, ensuring straightforward integration and scalability. By simplifying the design process, I aimed to enhance usability while maintaining efficiency across various operational contexts.

O2 MY ZONE

Drawing on my extensive experience as a long-time tel-com customer, I embarked on enhancing the O2 customer zone, also catering to retail employees.

I pursued a modernized interface with a user-friendly UX approach. The website was strategically divided into two distinct sections: Information and Presentation.

The Information tab consolidates comprehensive client details, including invoices, activity logs, and current mobile device status.

Conversely, the Presentation page serves as a strategic platform for cross-selling and up-selling opportunities. It showcases current plan details, exclusive phone deals from O2, and in-depth insights into data, phone, and SMS usage patterns.

REFRESHER MARKET

I collaborated with Refresher to overhaul their second-hand market platform.

Refresher encountered challenges with user engagement, particularly the low rate of new listings despite increasing site visits. My task was to diagnose these issues and devise a solution.

The primary hurdle was the cumbersome process of adding new listings, exacerbated by poor buttons placement and complex, lengthy forms. My objective was to completely redesign the listing process from scratch.

The new approach centered around 'skeletal fills,' streamlining the user experience by mirroring the structure of existing listings for ease of use and efficiency.

Additionally, the redesign included subtle UI enhancements to modernize the platform's appearance and functionality.
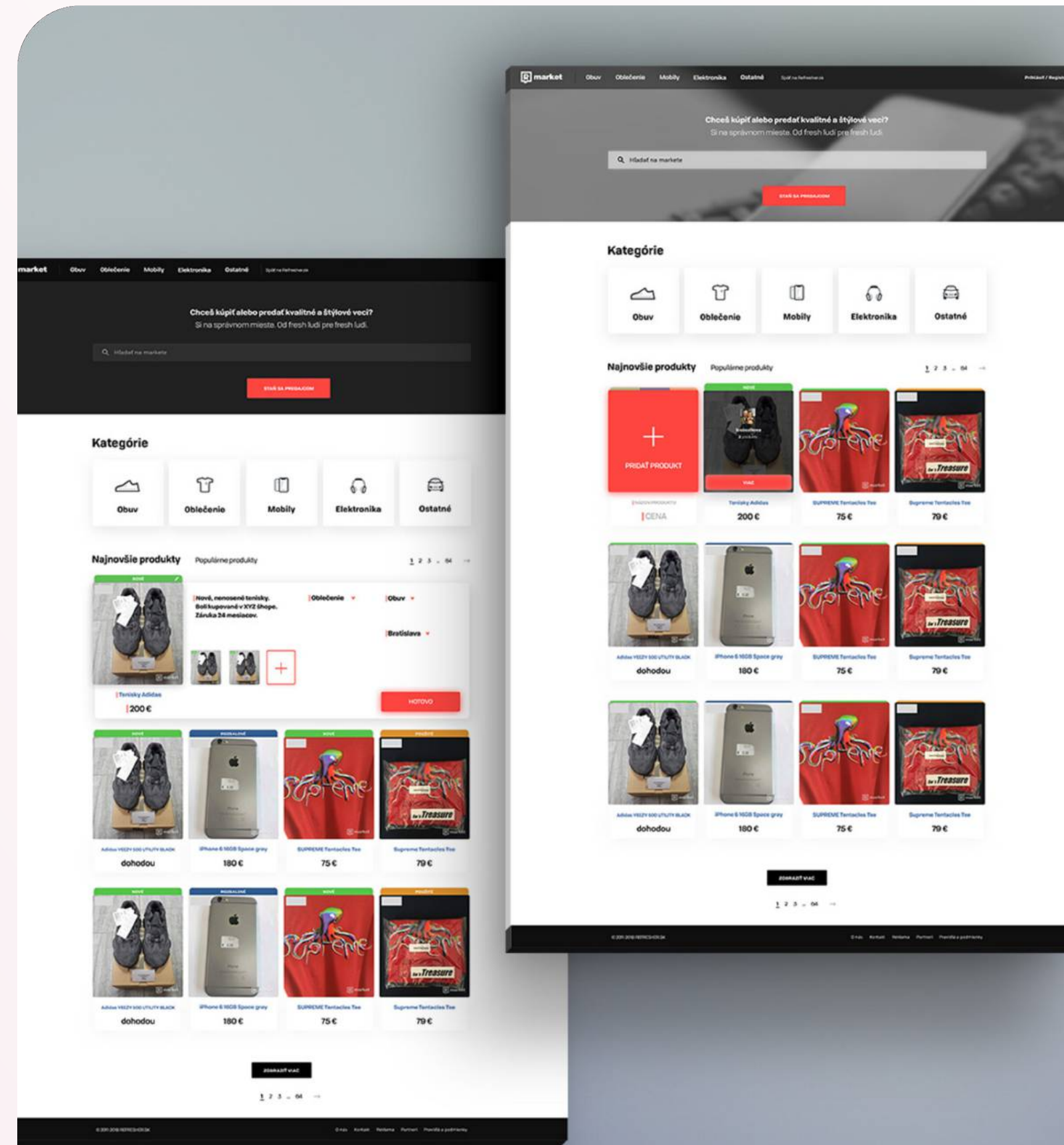
PROJECT NOZOMI

This side project began in 2017, spurred by the growing integration of AI into mainstream technologies.

I developed an AI-powered streaming music player to explore the significance of personalized content and its impact on user experience.

The UI design was influenced by Microsoft's Fluent Design principles, featuring simplified skeuomorphism, milky glass surfaces, background blurs, transparency, and a clean aesthetic. These elements were chosen to enhance usability and create a modern, visually appealing interface.
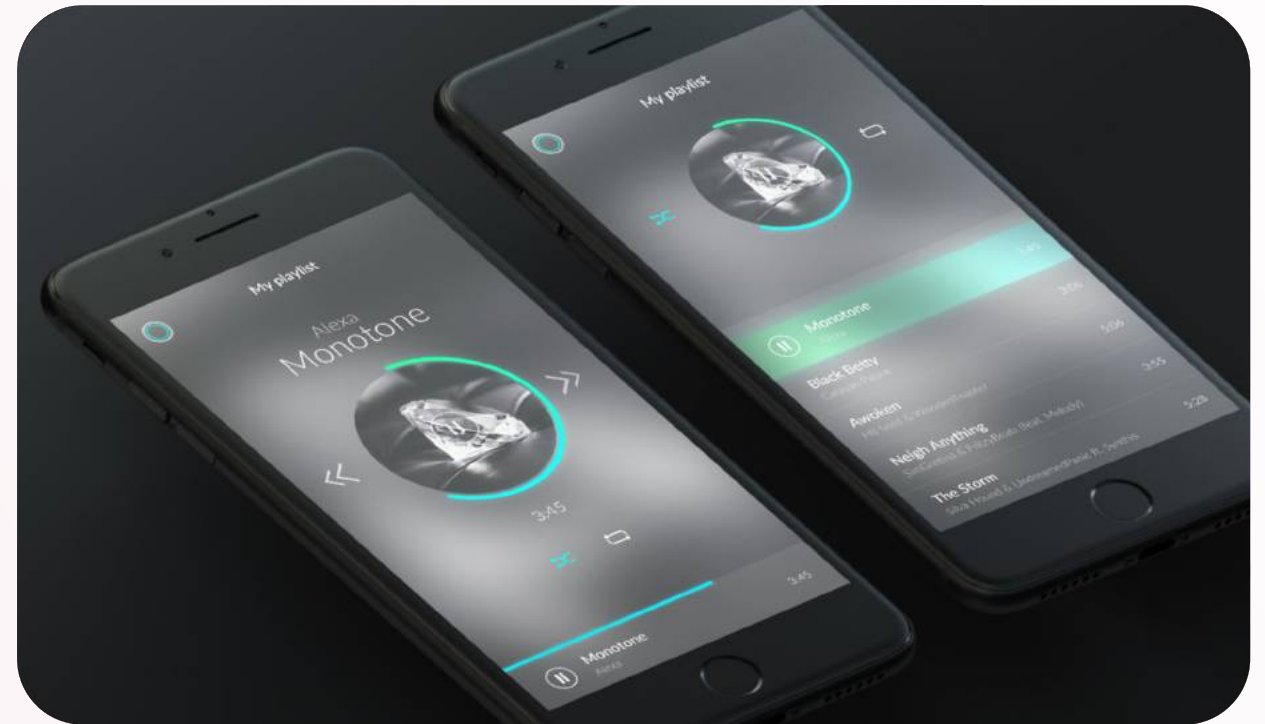
PEGASI MEDIA

This concept/study focused on the media social network 'Pegasi Media.' The objective was to explore the application of Fluent Design language, incorporating blur effects and unconventional color schemes tailored to the product's unique nature.

Additionally, this study served as a personal training exercise to enhance my project estimation and delivery skills, emphasizing the rapid development of a minimum viable product (MVP). Remarkably, I designed the logo and mobile app interface in under two hours, demonstrating efficiency and creativity in quick-turnaround projects.
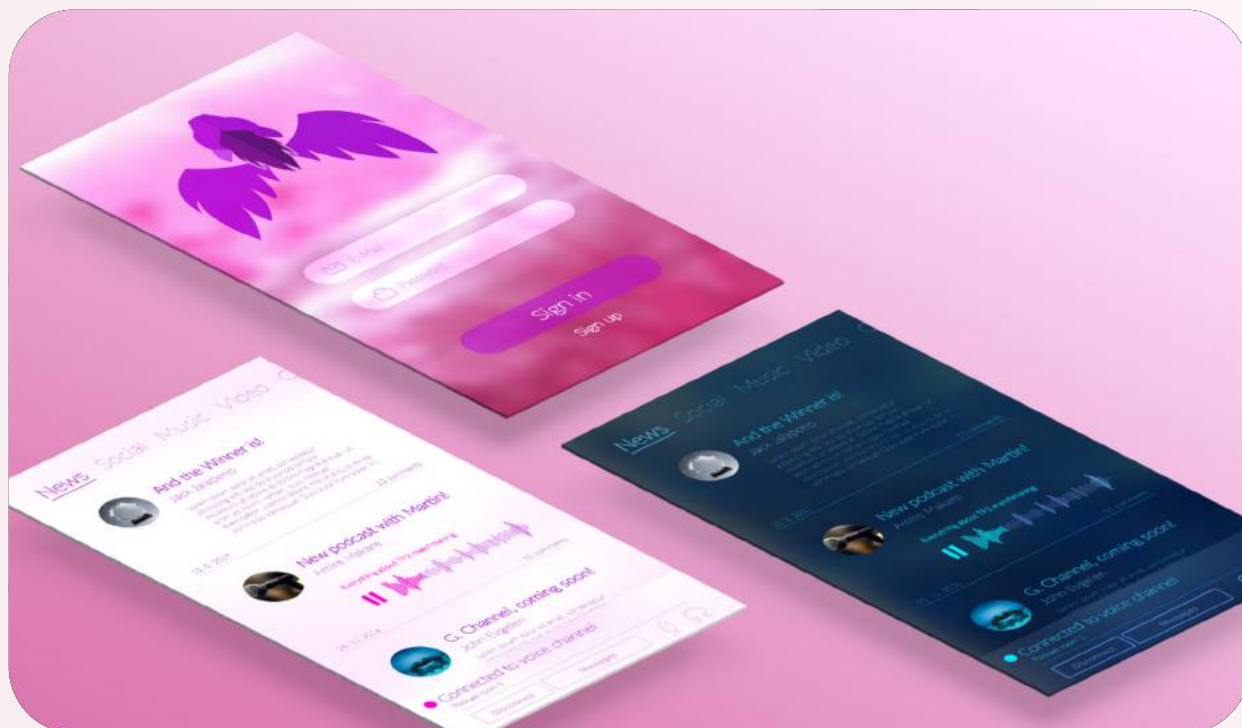
HOW MY DESIGN PROCESS LOOKS LIKE

IMPORTANT NOTICE

THIS IS A SUPER SIMPLIFIED EXPLANATION OF AN SOMEWHAT IDEAL DESIGN PROCESS.
THIS PROCESS ALWAYS CHANGES BASED ON CLIENT, EXPERIENCES, GOALS, BUDGET, ABILITY TO EXPERIMENT AND MANY OTHER FACTORS.
NOT A SINGLE PROCESS FITS ALL CLIENTS; IF NEEDED, IT MUST BE TWEAKED. FOR THE BETTER OR WORSE.

1. FINDING OUT WHAT IS WRONG

The first and most crucial step is understanding what is wrong with a recent solution.

It is pretty straightforward. Really. Just listen to your client your client's customers, gather a bunch of data here and there, and you are good to go :)

But now, seriously. You must be sure you fully understand the whole picture before doing anything else. Gathering quality data about your current solution will guide you toward achieving better results in later steps.

2. DOING ANYTHING ELSE...

I mean, communication.
You need to present your ideas to your and other teams.
From designers to stakeholders, BA, marketing, or whoever else you find essential to be involved in the project.

Communicate about possible solutions, how hard it is to implement them, what it means from a legal standpoint, what can or cannot be achieved, define your goals and KPIs, align and set them with other teams, and so on.

Be bold and talk to people; in UX, it is the best thing you can or better should do no matter what.

3. GIMME THAT DATA!

Another important step is researching your competition.
Find out what is out there and find their weak points.

Remember, someone's other weak points can be your strong points. Just don't forget to implement them well so they can be a crucial decision maker, the "wow effect" creator for your client or your client's customers.

4. LIT YOUR HEAD ON FIRE!

Brainstorm a lot. I mean a lot lot. It doesn't matter how great or bad that idea will be; write it down.
Later, you can focus on sorting them out based on agreed goals, KPIs, or other attributes, or even change them according to your new findings (this heavily depends on agility within the company).

Remember to repeat step 2, though. If possible, brainstorm with your team, not alone. More brains, more ideas.

5. WIRES EVERYWHERE

Well, yes, but actually, no.
Before you create any wires, create personas; they are quite important, trust me. :)
They can include information about your target group, like demographics, age, work position, and archetype, but most importantly, a story that will show you what a typical day looks like for that person.

Wireframes and hierarchy are a vital part of any design process.
You can draw them on a tablet, on a board, or just on a piece of paper. Design wireframes as fast as possible, save time by not making them look nice, and then sort them based on how well they align with already set goals.

6. LET'S DESIGN...

After you select the good ideas, you can go and... No. Stop.
You need to test your wireframes. Everything really.
Test until you are satisfied with the outcome of your tests or interviews. During your design process, there may be, and usually is, a colossal bias; you don't want that, trust me.

Testing is essential, and if possible, test every design step. After you create wireframes, lo-fis, hi-fis, and pixel-perfect prototypes. Even after the whole design is out there, available for people.

The design process never ends; it has to continue if you want to keep your product alive. :)

7. FINALLY THE PWETTY LOOKING PART?

Now, you can finally go and design a lo-fi, hi-fi, or pixel-perfect prototype.

Remember to test or interview as much as possible and communicate changes in your design with your team. :)

8. DELIVERY

Congrats! Well, sort of...
After delivering your design to customers, you still have a lot of work to do.

Monitor and gather more data and feedback and edit your design on the go.
Iterate and iterate.

You can use different tools like HotJar, Freshmarketer, or many more to record heat maps or sessions so you will have more accurate data about how customers interact with your design.

AT THE END... WHAT DESIGN REALLY IS?

Well, simply put. Design is anything that fulfills its role and delivers on your set KPIs and goals.

If your goals and KPIs are set wrong, it usually results in bad outcomes and, thus, bad design, as those goals and KPIs are a crucial part of the design itself.

If you see a red flag even when you are deep in development, don't be afraid to go back; the sooner you address it, the smaller the cost of a bad outcome can be. Be agile.

UX, UI, CX, XX... WHAT IT ALL EVEN SUPPOSE TO MEAN?

It always seems quite simple.

UX - User Experience
UI - User Interface
CX - Customer Experience

But when you go deeper, you will realize that all of those "shortcuts" or, better said, roles within the team fall under the same roof, create the same overall experience, and cannot be separated. Every design process needs all of them. There needs to be more than a UX, UI, or CX designer, as UI, CX, or even service design plays a massive part in the overall experience.

And what exactly is that overall experience?
Well. An experience that customers will get from a lot of things, maybe it includes your company app. An app that was wireframed by a UX designer and supported by a UX researcher. That app probably has some fonts, colors, shapes, illustrations... There is that UI design for ya. Not to mention that you have to know how to communicate and successfully sell it to your customers or how you support those customers later. CX and Service design it is.

Remember, never try to separate them; the overall experience is created by great teamwork between UX, UI, CX, Service design, and even many different roles outside the design team. :)

THANK YOU!

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