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Vitek Linhart

Keywords

Junior UX/UI
Digital Designer

Keep evolving

Keep learning and
exploring

LANGUAGES

Czech

English

SKILLS

Photoshop

Illustrator

Sketch

Invision

Cinema 4D

After Effects

Prototyping

User Research

Usability Tests

HTML 5

CSS 3



EDUCATION

2017-2019

AP in Multimedia Design

Københavns Erhvervsakademi

practice areas

- Graphic Design
- Coding
- Business
- Design thinking
- UX/UI Design
- Marketing
- Digital Marketing

V

WORKSHOP

2018

CRO Workshop

Landing pages optimization

CX for e-shops

OTHER

3D Design

Sous-Chef

Motion Graphics

CRO

SEO

Web Design

G

CERTIFICATES

2018

Interaction Design Foundation

Information Visualization

Conducting Usability Testing

Web Design for Usability

UX Designer from Scratch

UI Design Patterns for Successful Software

2019

Google Online Marketing Certificate

COMPETITION

2018

Maersk Student Recruitment Hackathon

2 days hackathon

Shortlisted out of 160 students for final interviews

WORK EXPERIENCE

May 2018 - October 2018

UX Internship at Ontame.io

- Implementing best practices
- Dashboard design
- Graphic design
- User research
- Information visualization

L

C O N T E N T S -

C V

A b o u t m e

U X D E S I G N

O t t e r s c a s e

O n t a m e . i o c a s e

U I D E S I G N

W e b d e s i g n

A p p d e s i g n

G R A P H I C D E S I G N

P h o t o m a n i p u l a t i o n

I l l u s t r a t i o n s



UX Design

ONTAME.IO - INTERNSHIP CASE STUDY

The Challenge

To create intuitive dashboard features for users without actually meeting them as they are mostly busy HR managers or business partners.

Customers



About the project

This showcase are only bits and pieces that I helped to develop at Ontame.io company built by some executives of Graduateland..

My part for the project was learning about the industry, building personas gained on the very knowledge, creating user journeys and stories, finding issues on the dashboard, implementing best practices, competitor analysis creating prototypes as well as content for social media campaigns.

Originally the internship was supposed to last 10 weeks however I finished 6 months as both parties were happy with the collaboration and I gained useful knowledge.

I can only show some of the features and steps I took in developing the dashboard as some of them are still in development and cannot be showed to public.

The biggest challenge was to learn best practices for dashboards in short period of time as well as study how the hiring industry works to ge closer to our customers.

Markus Fredriksen - The Recruiter



"I want to hire the best talent!"

Age: 42
Experience: 16 years
Work: Recruiting specialist
Location: Copenhagen, Denmark

Goals

- Recruit the best talent available.
- Advertise with the best price/talent ratio.
- On-board people with ease.
- Co-ordinate with other branches for the best result.
- Keep ideal staffed headcount.
- Have an option to pick from pool of candidates at any time.
- Gather as much info about the lead before reaching out to them.

Frustrations

- Multi-tasking.
- Managing track of job fairs and career events.
- Dealing with employee relation issues.
- All the paperwork.
- Lead "ghosting".

Responsibilities

- Recruiting and staffing most suitable people for the given job.
- Communication with leads.
- Communicating with managers from connected branches on daily basis as well as business partners.
- Administrative tasks including: Recap of hiring process, metrics to inform the hiring team on how well they did and how to improve, offers to leads, on-boarding papers.
- On-boarding of new staff.
- Advertising on both internal websites as well as external sites such as glassdoor, indeed etc..
- Background checks.
- Contact past candidates for new positions

Personas

To properly empathize with the user I created personas as I didn't have access to users I scraped LinkedIn for most common users of our customers and put together our personas based on the info.

I couldn't find all of our customers employees for needed positions so to gather their frustrations I've studied HR articles and asked questions on forums such as stackoverflow, quora and reddit.

Victoria Thatcher - The Sourcing Specialist



"Finding the best talent is my no.1 priority."

Age: 39
Work: Talent attraction specialist
Location: London, the UK.
Experience: 10 years.

Goals

- Keep a high amount of best possible talent candidates in the talent pool.
- Maintaining a good relationship with candidates.
- Being able to predict future hiring needs.
- Improving hiring pipeline methodologies.
- Review and screen the candidates faster.

Frustrations

- Lack of candidates.
- Poor retention rate.
- Candidates dropping out mid process or "ghosting".
- Multi-tasking.

Responsibilities

- Sourcing candidates.
- Reviewing and screening candidates.
- Collaboration with other HR managers
- Maintaining contact with both passive and active candidates
- Keeping the pool of candidates up-to-date
- Long listing and short listing candidates for recruiters
- Measuring and reporting on hiring metrics
- Write and post on both internal and external sites and keep those posts up-to-date
- Attend and collaborate on fairs and events

User stories

To turn the goals and frustrations into real features and tasks for developers I created user stories based on the template of:

As a < type of user >, I want < some goal > so that < some reason >.

This helped developers understand the user and develop with him in mind. As a bonus we turned the stories into Jobs to be Done matrix and implemented it in our Kanban board.

Markus

- As Markus I want the possibility to gather as much information about candidate as possible before reaching out to them in order to be prepared.
- As Markus I want to see an overview of metrics for specific job boards in order to select the best ones to post to.
- As Markus I want to see previous interactions with our candidates for better overview.
- As Markus I want to see metrics for a single hire in order to make a report for the whole hiring team so we can see how well we did and if there is a place for improvement.
- As Markus I want the possibility to export details of a candidate to share with other member of team and/or business partners.
- As Markus I want the possibility to edit candidates and move them to specific talent pools when changes occur.
- As Markus I want to sort my candidates out based on talent to know who to prioritize.
- As Markus I want the possibility to export metrics on timely basis (weekly, monthly etc.) to include them in my reports.

Victoria

- As Victoria I want an overview of all my candidates so I can easily keep track of them.
- As Victoria I want a possibility to sort out my candidates based on certain metrics for easier overview.
- As Victoria I want a possibility to display details of our candidates for easier access to contact information and assessment of talent.
- As Victoria I want a possibility to generate a short/long list of candidates to share with my colleagues for better and faster co-operation.
- As Victoria I want to leave a note for me or my co-workers in order to not forget any detail.
- As Victoria I want a possibility to group candidates in different talent pools in order to have easier overview.
- As Victoria I want a possibility to edit status of my candidate in case of some changes.
- As Victoria I want a possibility to sort out candidates based on their prospective benefit to organization in order to assess the best talent available.
- As Victoria I want to see an overview of interactions to have a clearer idea

Customer journeys

To understand customer's actions and workflows on Ontame's dashboard I put together Customer Journeys for specific tasks and flows. This helped us improve the usability on the dashboard as we discovered some major points for improving the whole platform and could adjust and improve the flows.

Through work with Ontame.io's CTO we set in place a system of multifunctional buttons that are now used throughout the whole platform. And help user take major actions as well as serve informative purpose.

Problem statement: How to use buttons for both actions and as indicators.

Functions and relative states

Light grey for buttons that **cannot be clicked** for whatever reason as well as indication that some values need to be filled before user can interact with it (tooltip to indicate which).



Grey for buttons that can be interacted with however **no value** has yet been assigned. This color should be used for regular functions as well.



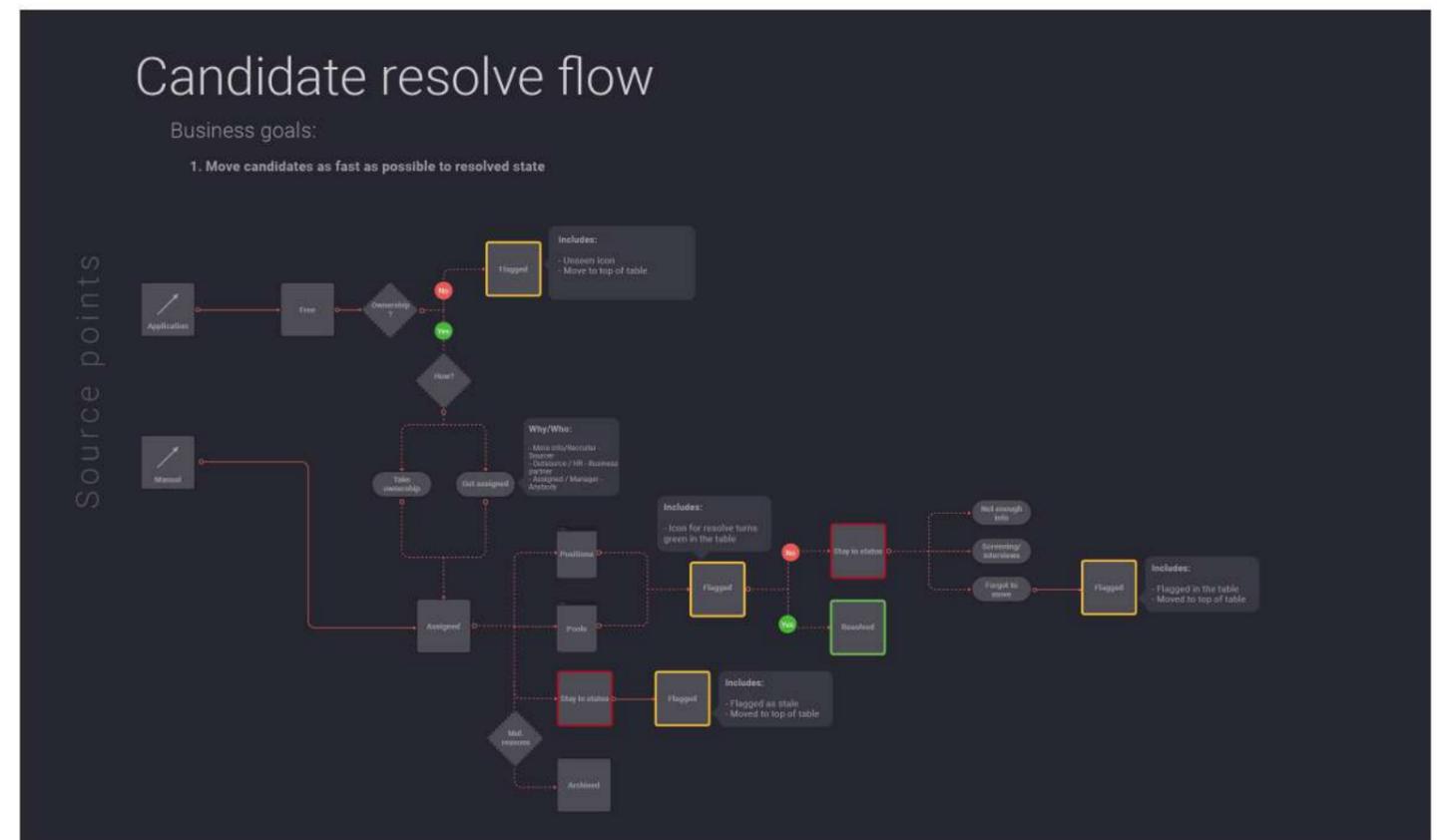
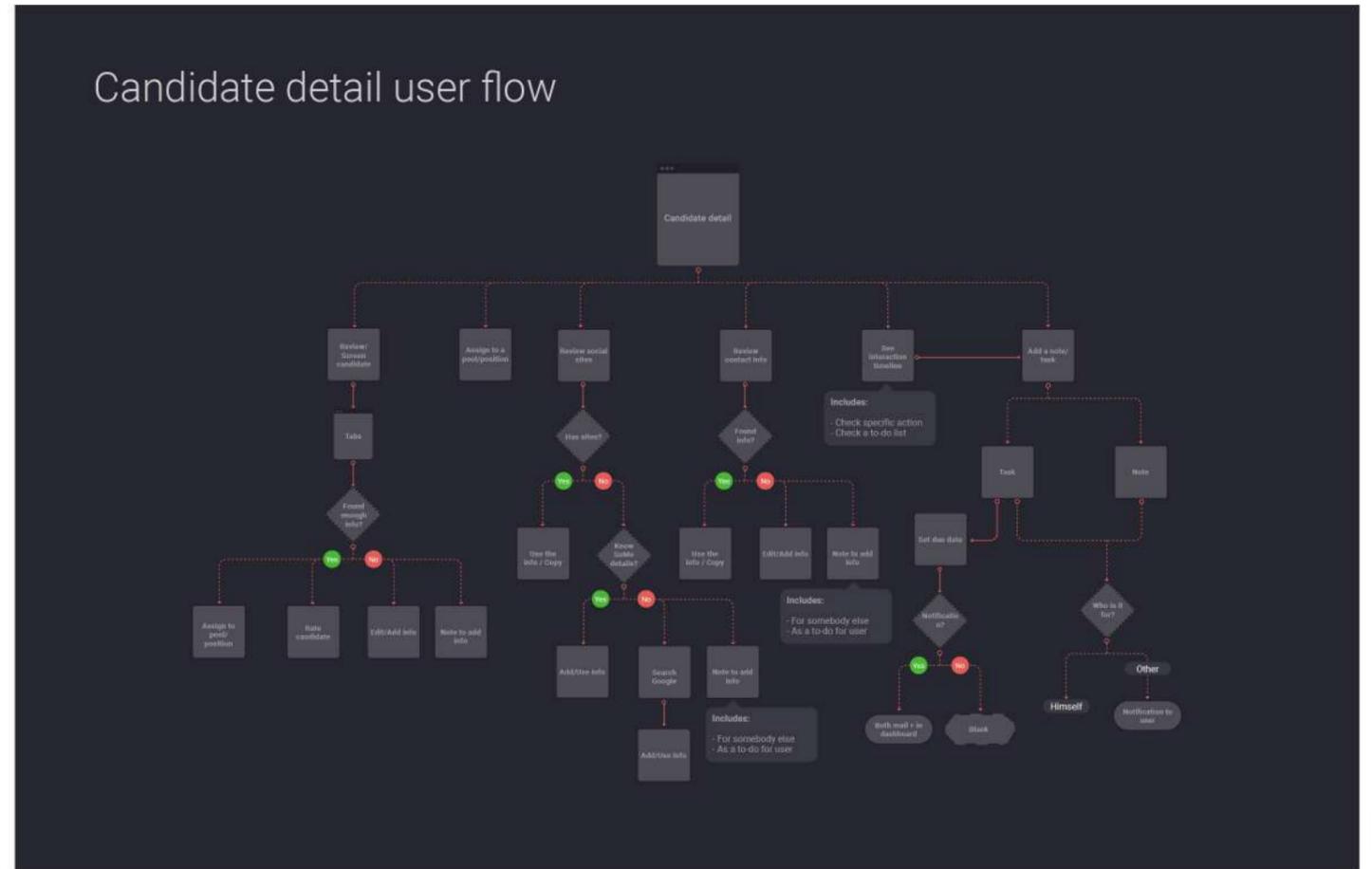
Blue for buttons that indicate a **change** of values related to the function while the function already being on or value input being present.



Green for buttons where function **resolved** some kind of value/state e.g.: finalizing candidate, promote a job position.



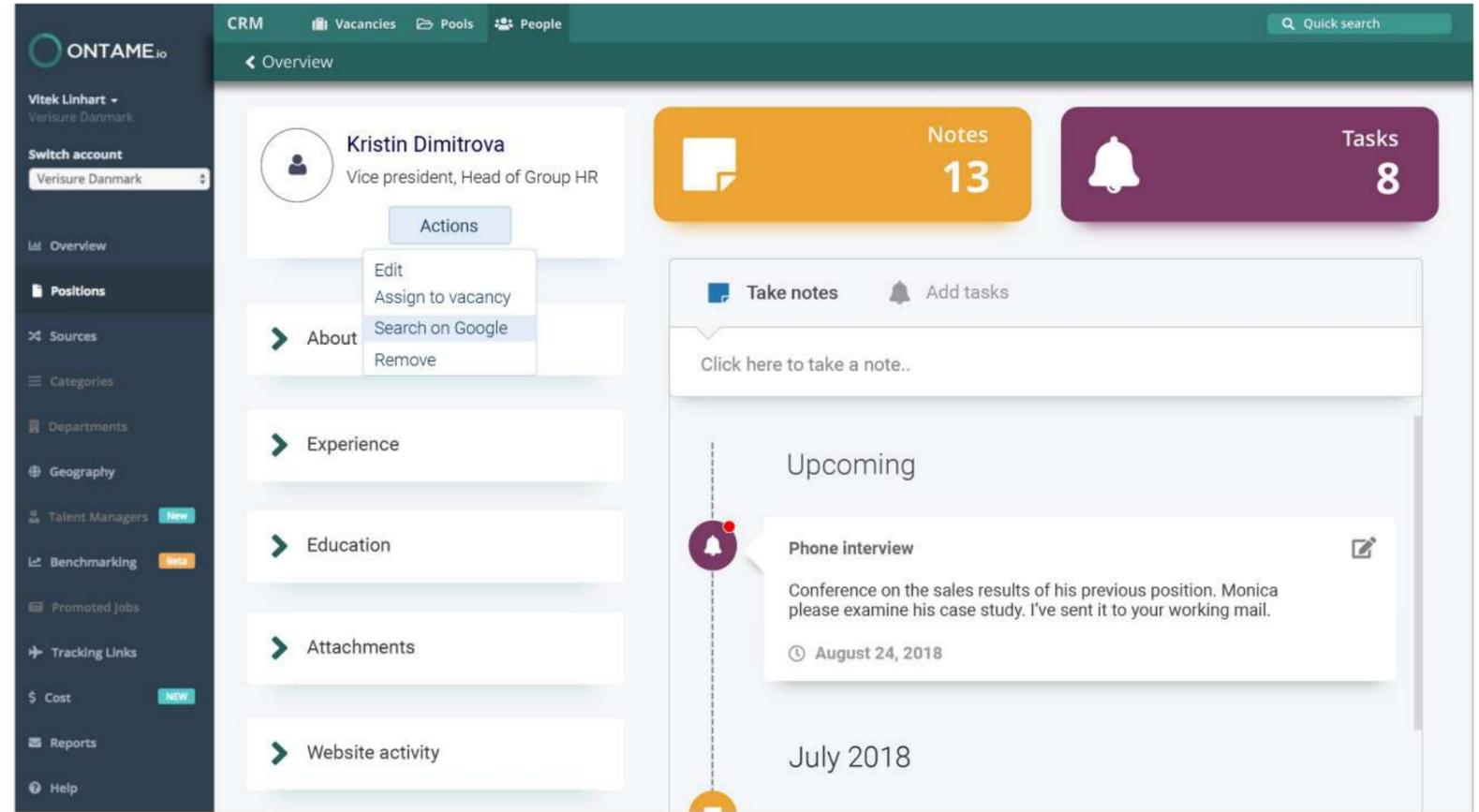
Red critical function e.g.: delete/cancel or sounded alert.



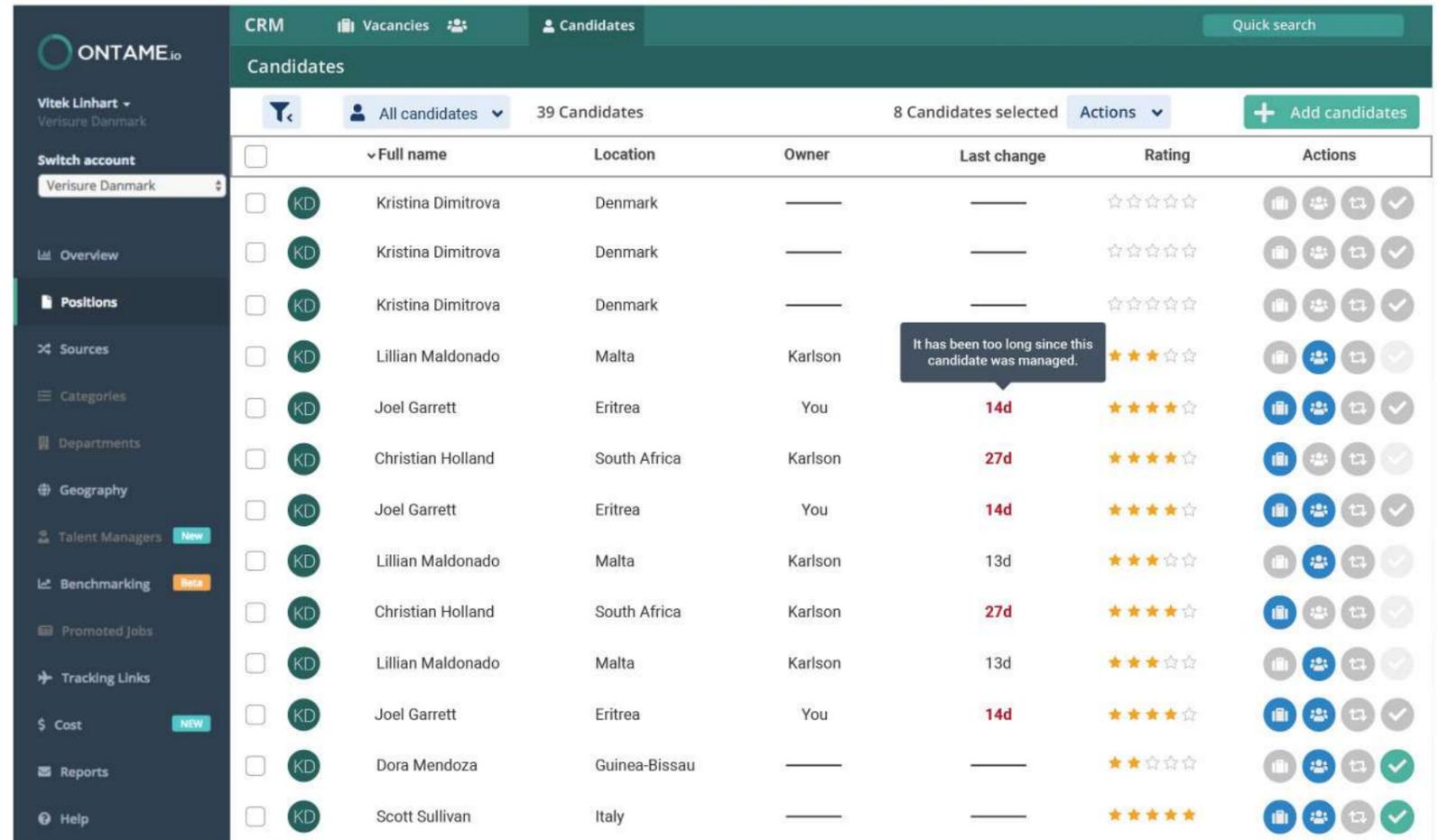
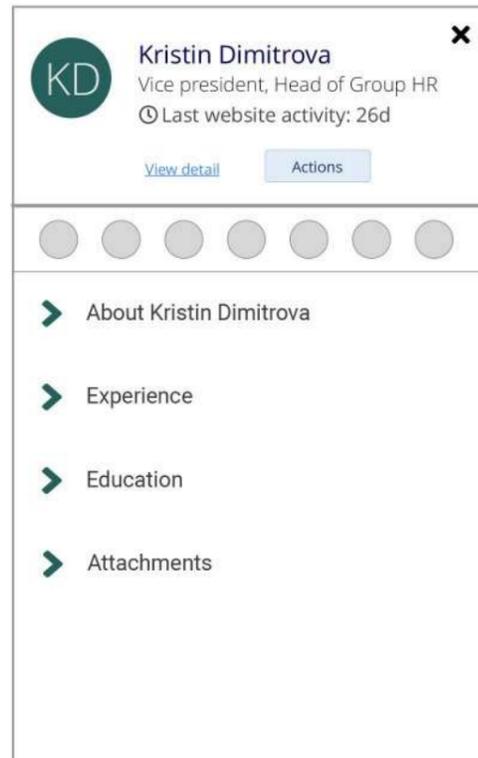
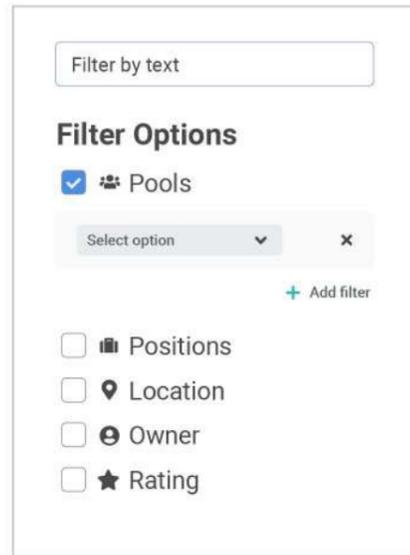
Bits n' Pieces

The biggest challenge while designing the dashboard visual experience was to match it with their theme so to keep the whole dashboard as consistent as possible. Therefore there was no space for interactive animations as well as visually improved UI.

These pieces of dashboard show my latest work on CRM feature to help HR managers manage their candidates better and to increase the retention rate and number of visits from our users.



Ontame.io



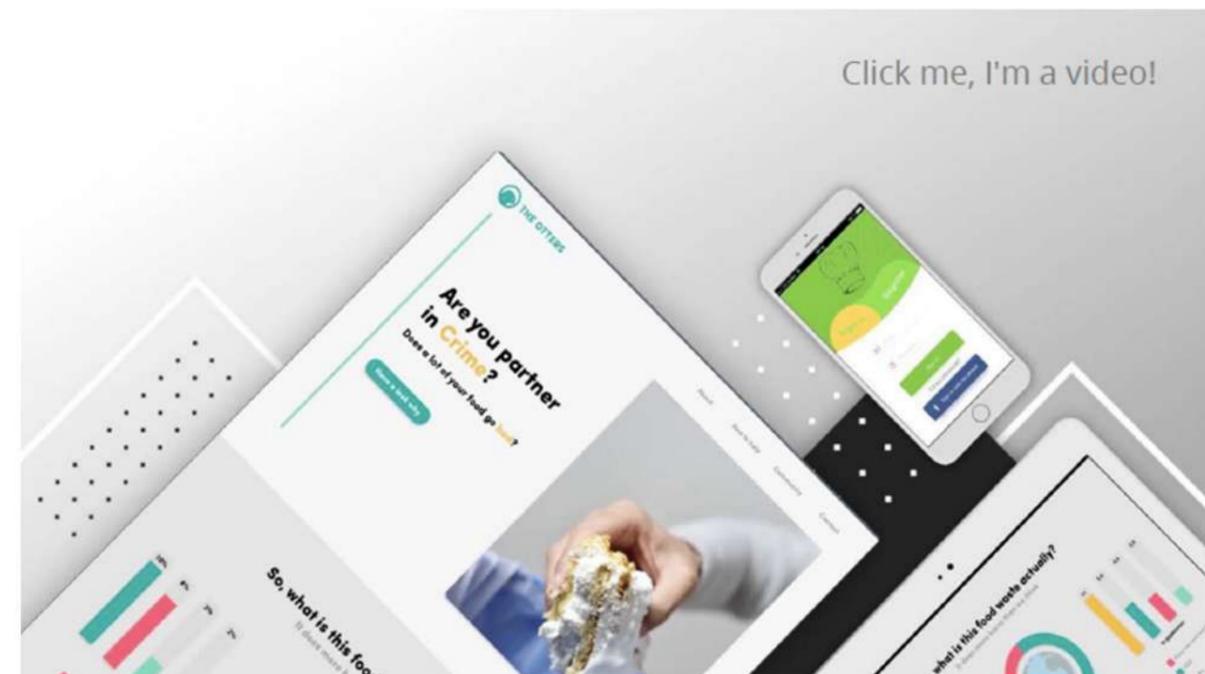
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15

THE OTTERS - SCHOOL PROJECT CASE STUDY

The Challenge

Using various channels and immersive persuasion to change user's view about food waste.

Promotional video



One of the challenges was to produce a multiplatform solution as well as physical posters.

Customer



About the project

The project was done for Foodsharing CPH and all the materials produced were meant for promotional use.

My part for the project was establishing key audience, building personas, creating user journeys and stories, site maps, experience map, UX research, wireframes, lo-fi and hi-fi prototypes and finally posters and mock-ups.

Foodsharing CPH liked the project so much that we were offered a follow-up partnership and produce of digital assets for social media campaigns.

However due to our busy schedules we agreed that they can use all the assets that we created especially the posters, but we can't help them any further as we were already starting our internships.

Nanna Nielsen the Outgoing Mom

Flexible | Friendly | Loyal | Humble



Goals

- Role model for the kids
- Quote: "It's not about me, it's about my kids."
- Do the good thing
- Note: Wants to feel accomplished that she did her bit to help out
- To save money
- Quote: "It's hard now after the divorce to deal with the restaurant and kid's needs"

Frustrations

- Managing finances for both restaurant and her incl. kids
- Not having everything in the fridge she needs
- Wants to self-develop but doesn't have time for it

Bio

Nanna is a passionate owner of a small restaurant. She is divorced with 3 kids and lives in Roskilde. She is very easy going and friendly and she likes to go out for a night out, but her occupation keeps her very busy. In fact, her job keeps her occupied most of the time, therefore she spends most of her time either home, or in work. In terms of finances, she is completely self-sustained, but her restaurant requires lot of attention and finances, therefore, she needs to keep track of her and her restaurant's finance and overall management. She admits that she throws out a lot of food because she often does not manage to eat all the food that was bought. She does not like to eat the same food two days in a row moreover she has to think about the kids. She would rather cook than order takeout saying that: "Cooking is my way to relax at the end of the day." She often looks at the best before date because she is terrified her kids will get food poisoning and is also a routine for her as she runs a restaurant.

Shopping habits

- Buys a lot of food so she has everything she needs.
- Note: To counter her frustration no.2
- Does all the shopping
- She tried Too Good To Go once
- Quote: "It's a good app however it's a shame I don't have time to go get the food and also there is not enough shops or restaurants in Roskilde that support the cause."
- Note: Opportunity to improve

Motivation

- Being a good parent
- Feeling happy and grateful
- Being appreciated
- Social status
- Authority

Brands & Influencers



Preferred Channels

- Traditional real world ads
- Online & Social Media
- Referral
- TV

Skills

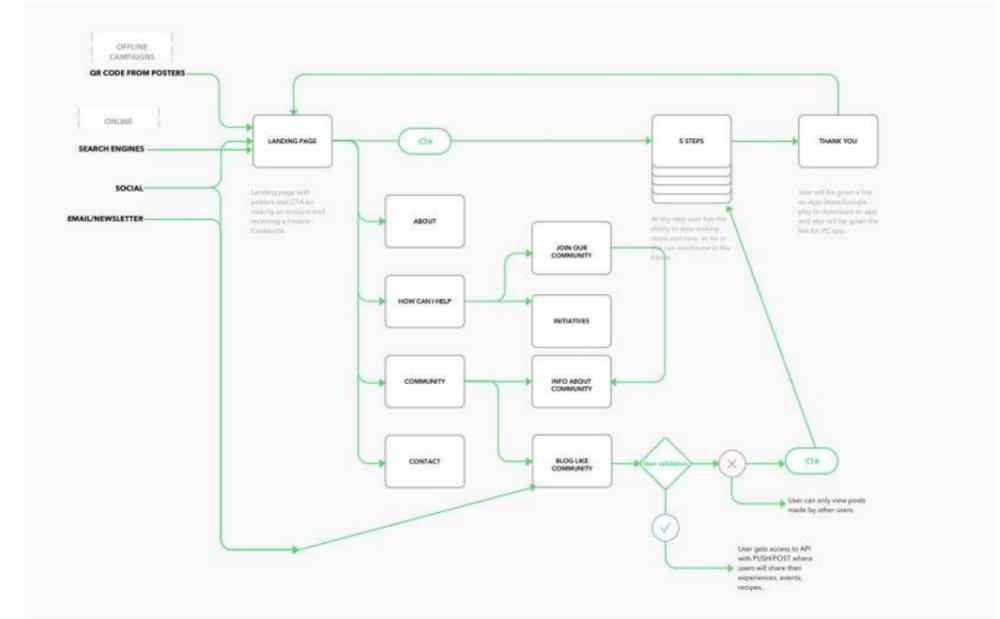
- Cooking skills
- Preserving food knowledge
- Food labeling knowledge
- Communication

Persona

After figuring out our key audience and running couple of interviews we brainstormed scenarios and I put together our core user persona of a supporter. By doing so we had a clear image of who design for.

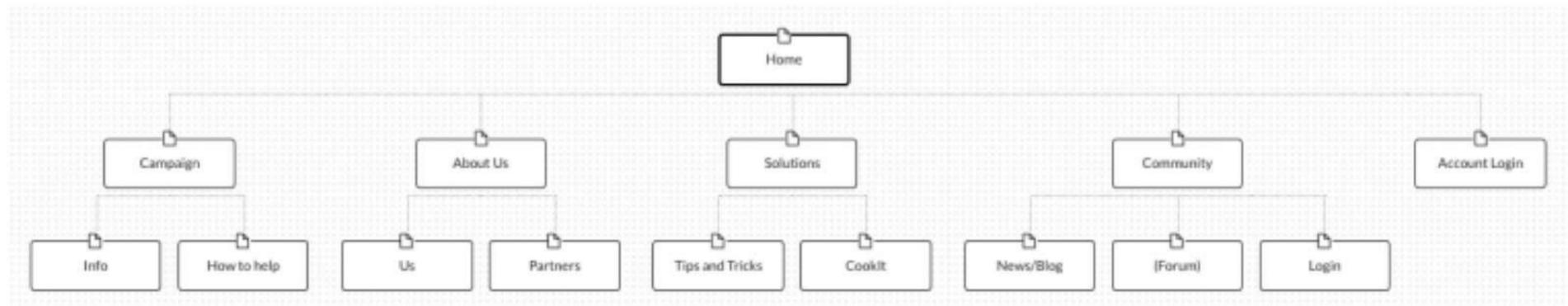
User journey

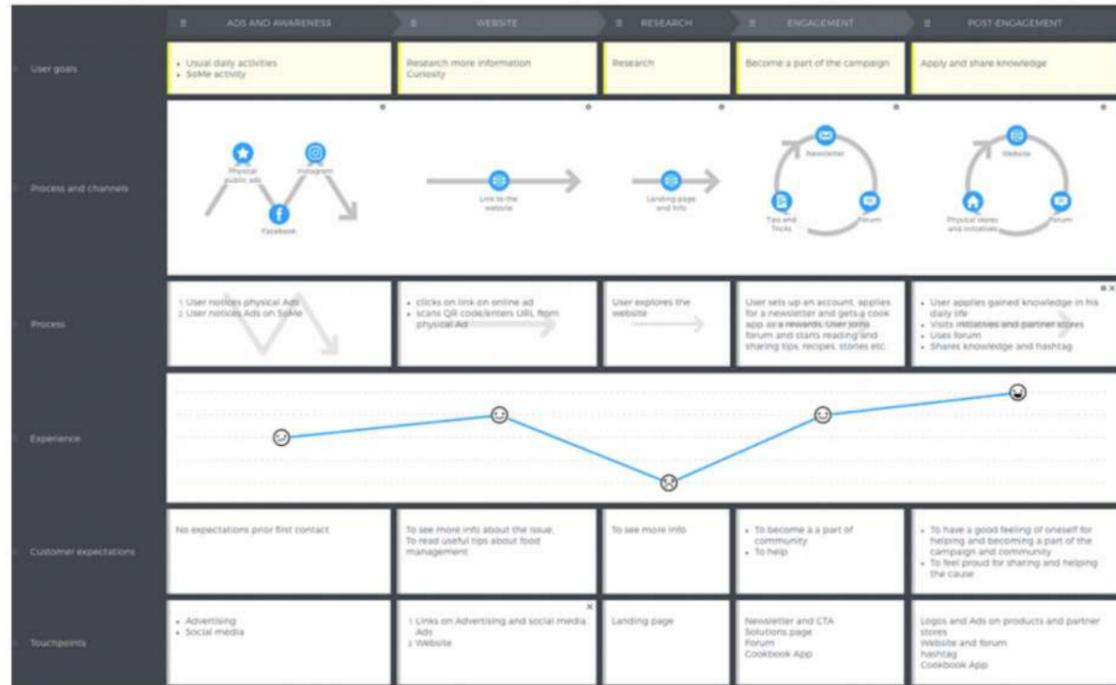
I put together our first user flow diagram that we can build upon and will help us to see the website and it's features from different point of view, thus giving us more in-depth understanding of the specific functions on the site for the cardsorting test done later.



Sitemap

We brainstormed possible features of the site and wrote them down on post-it notes divided by categories and sub-categories. Conducting a card-sorting test I chose the navigation structure that was most likeable by the users.





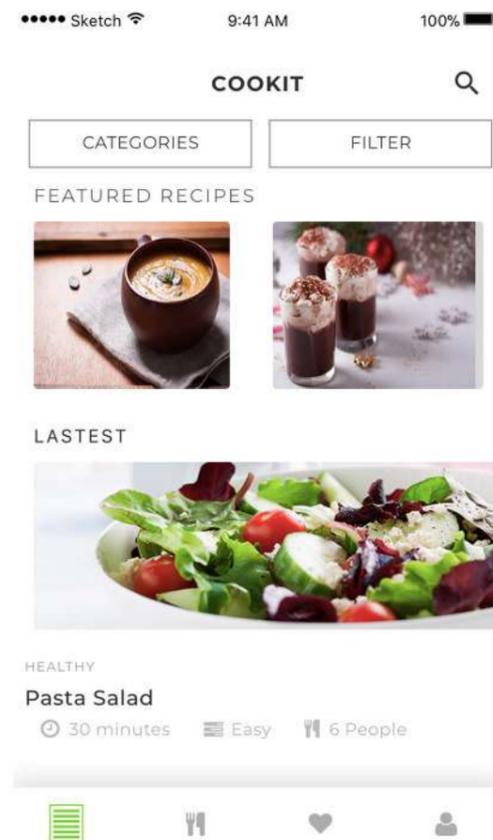
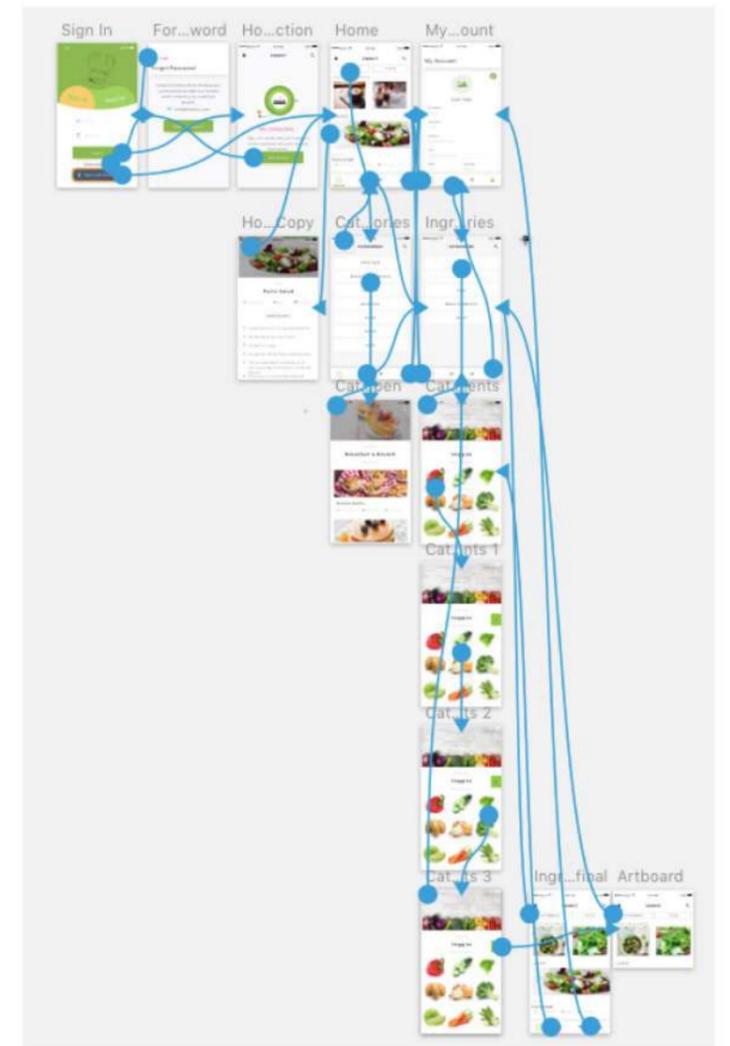
Experience map

Discovering our users pain points I proposed an idea to offer users an app as a reward for making an account on our website. After running interviews, putting users in a virtual process, I put together an ideal experience map. The app was a success so we decided to prototype it.

App prototype

We were running out of time so I had to fast prototype an app in 1 day forcing me to skip wireframes and other UX tools for proper design.

As for sorting numerous recipes while decreasing cognitive load I used the LATCH method – choosing category (meat, veggies, pasta..) and hierarchy (most popular and used cooking time, calories..)



Cook from the left-over food in fridge

Based on the insights we gathered we discovered that one of the reasons users waste food is due to not knowing how to use left-over food in their fridges.



Mock-up

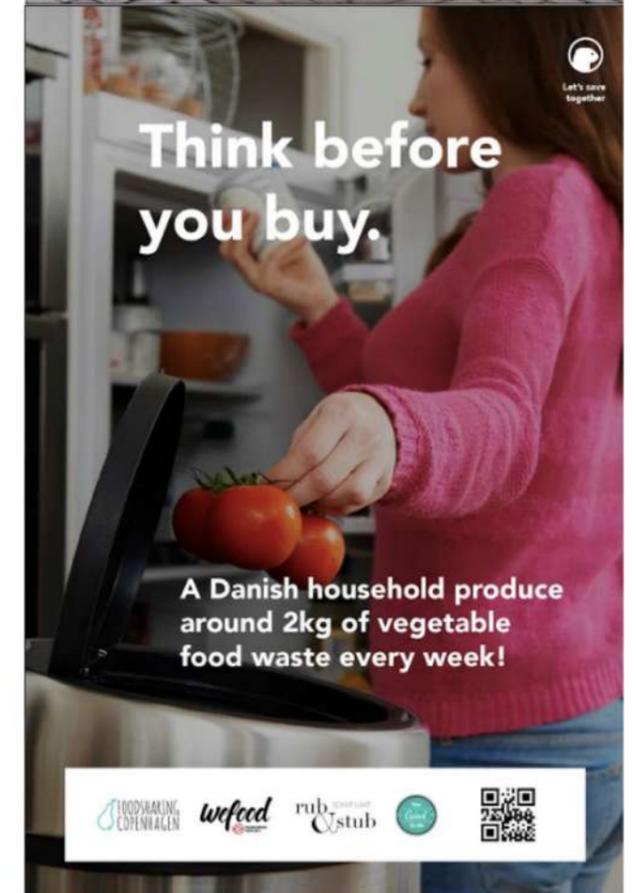
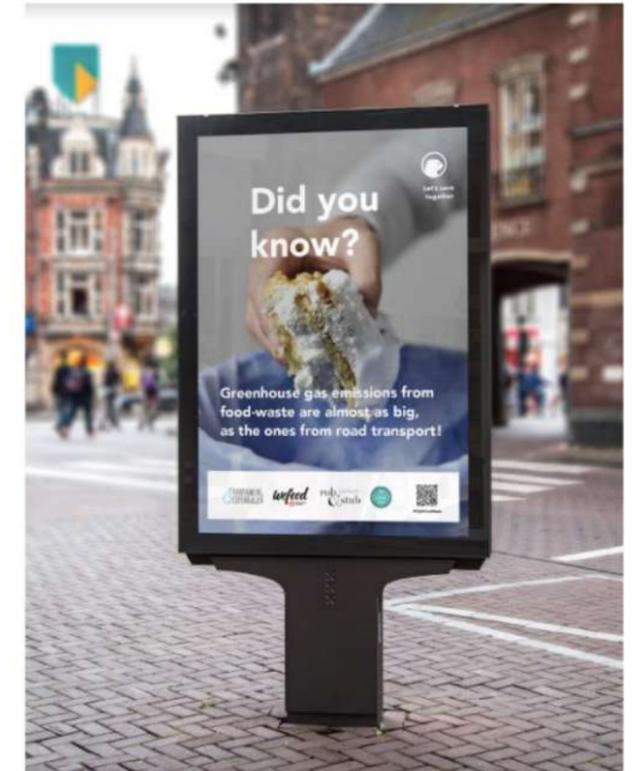
Next step in visualization part was creating a Landing page mockup. We decided to keep this in mockup stage, as we concentrated on app prototyping.

As we wanted the user to have easy access to all important data, Landing page showing all the core sections was necessary with added CTA as a freebie app.

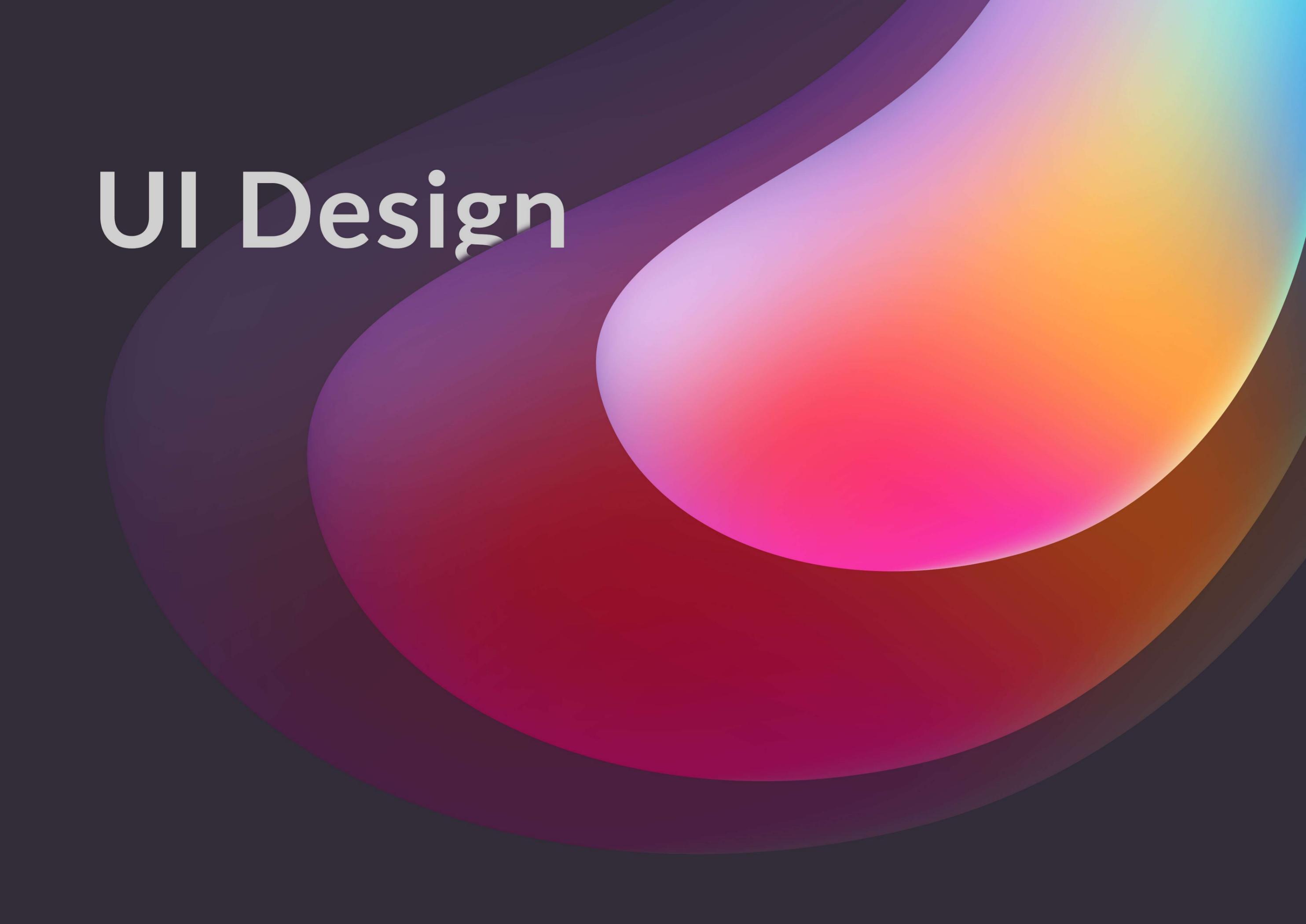
Posters

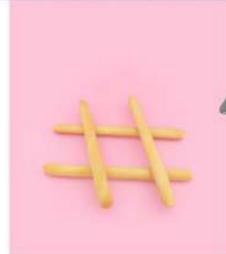
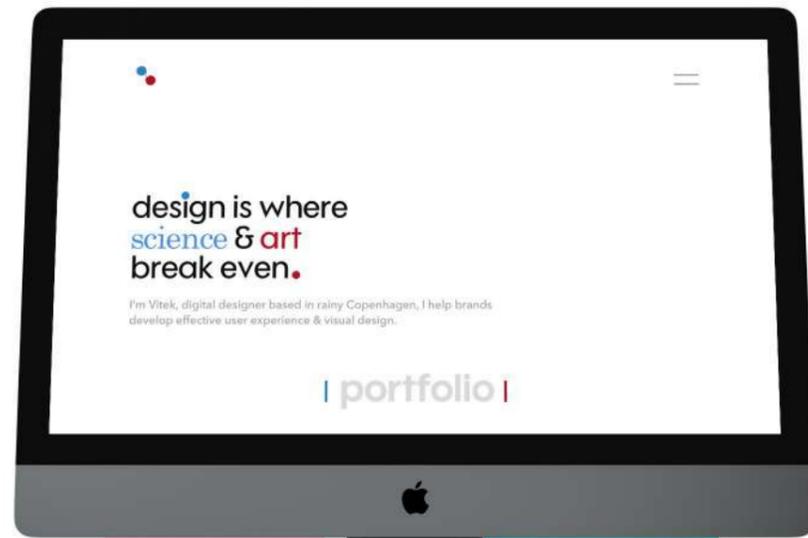
Lastly I created posters for offline advertising and mockups of real usage. Designed upon surveys to figure the most influential phrases and pictures through A/B testing the idea was to provoke guilt in the user.

From the selected samples 89% users wanted to know more after seeing it and 73% felt ashamed.



UI Design

The background features a series of overlapping, rounded, teardrop-shaped elements. The colors transition from dark purple on the left to bright pink, then orange, and finally light blue on the right. The shapes are layered, with some appearing more prominent than others, creating a sense of depth and movement.



Minimalism 101
VISUAL IDENTITY



Minimalism 101
VISUAL IDENTITY



Case study
BRANDING



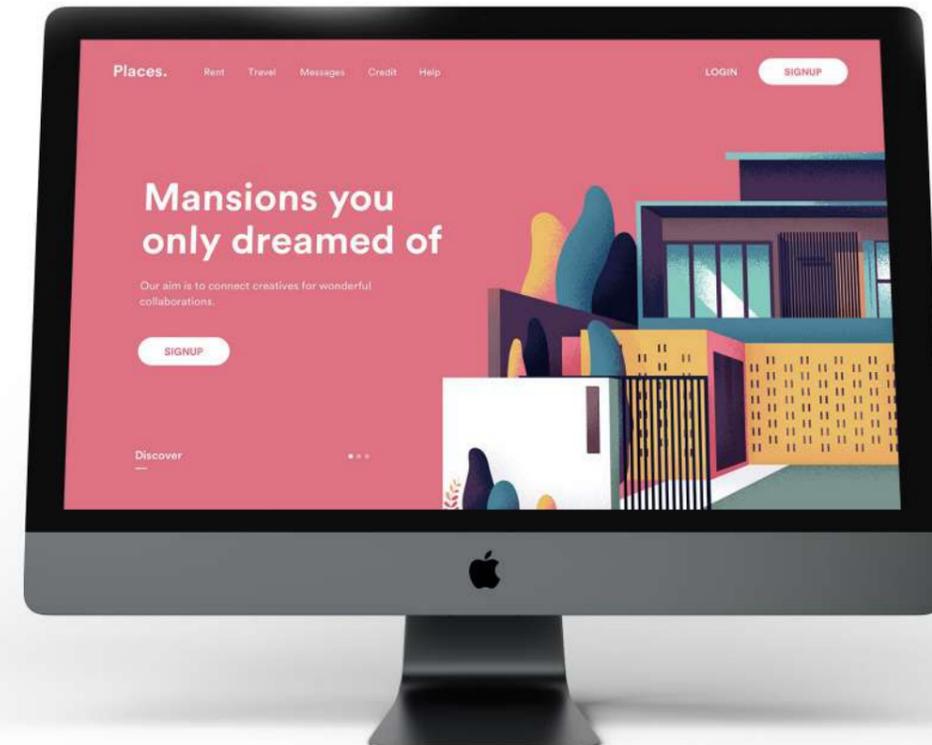
Minimalism 101
VISUAL IDENTITY

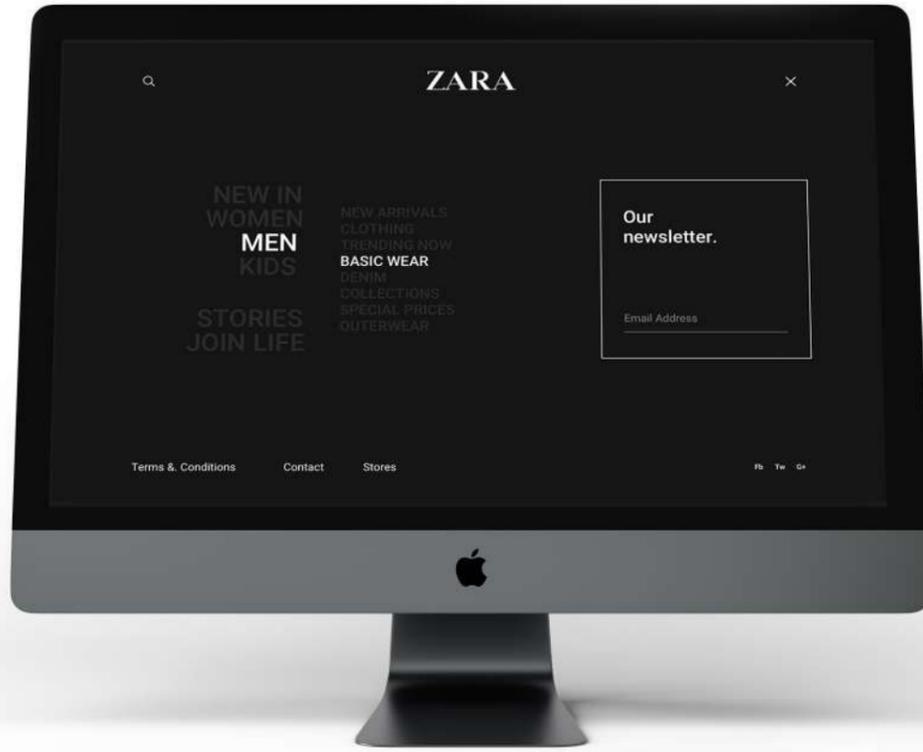


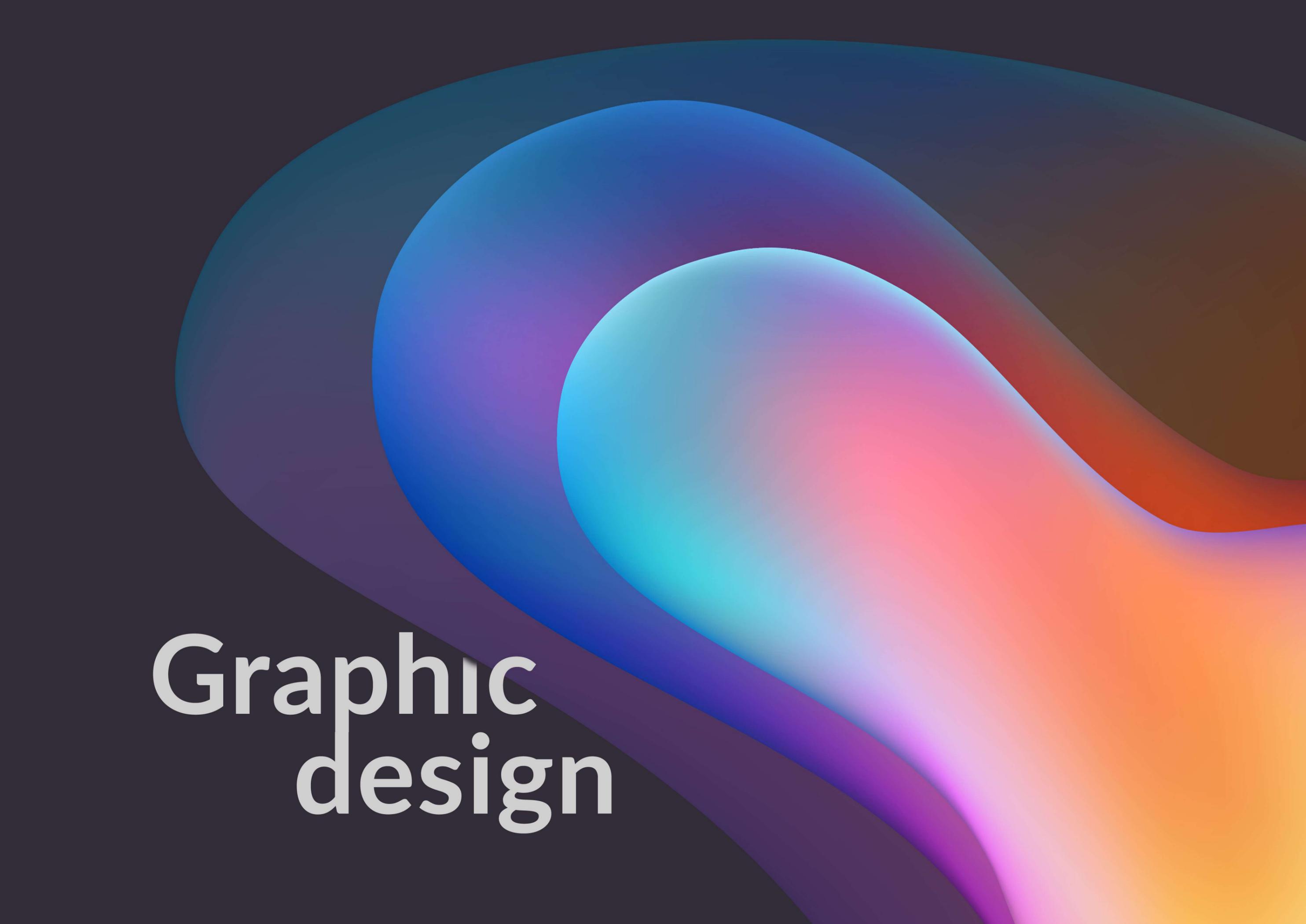
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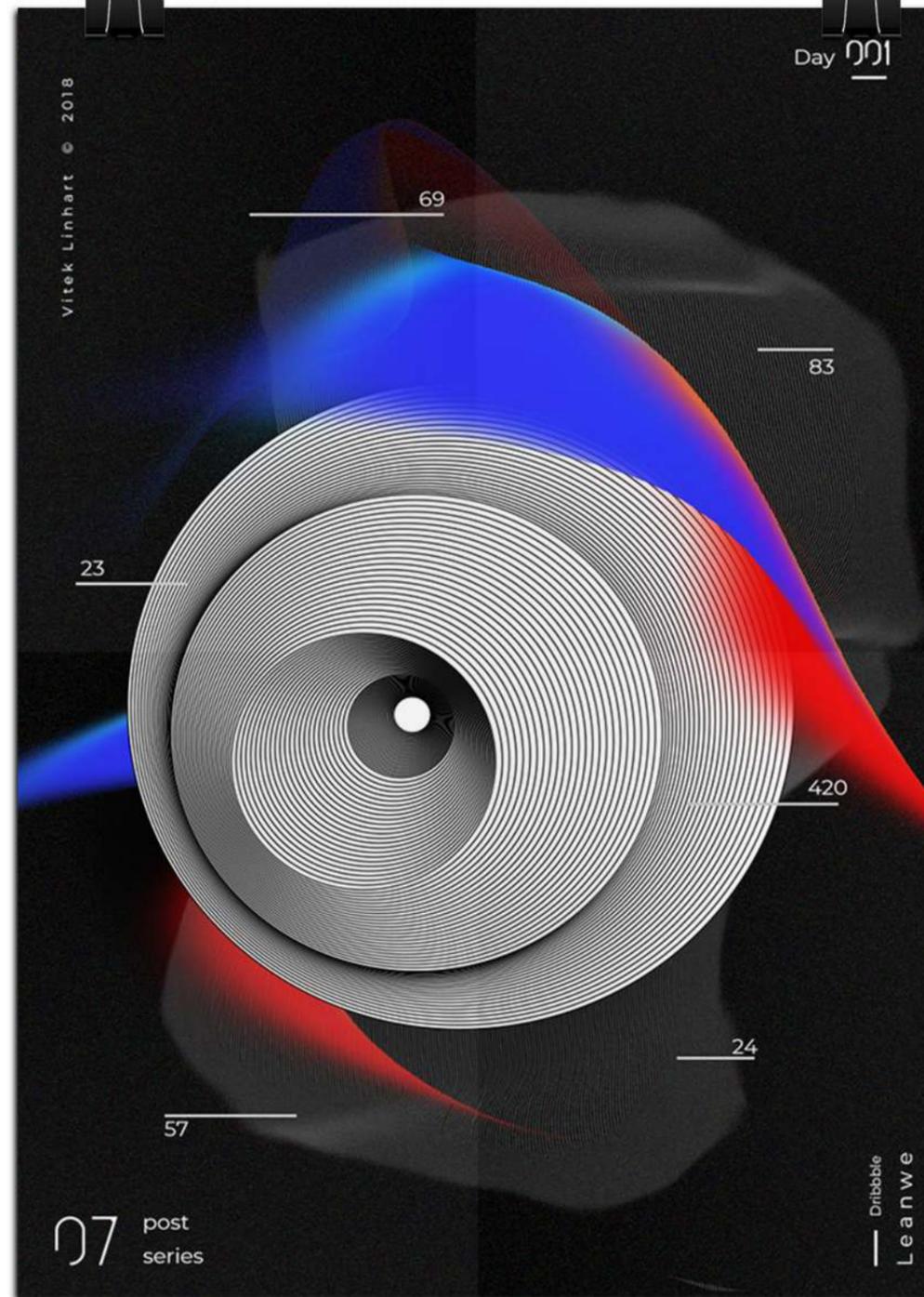
Minimalism 101
VISUAL IDENTITY







Graphic
design





Thanks for
watching



V i t e k L i n h a r t

linhart.vi@gmail.com