



Mgr. Lukáš Marvan

Digital and Service Designer

UX Manager

Email: bob.marvan@gmail.com

Phone: +420 606 500 592

Website: bobmarvan.com

Professional Summary

I guide teams through the complexities of product innovation and user-centered design. I specialise in integrating design thinking into strategic processes, optimising user experiences, and driving the successful launch of digital products and services. With over 20 years of experience in enterprise environments (online services, cybersecurity, healthcare), I help organisations create a better future for their customers by navigating the design process with confidence. Whether developing a new product or revamping an existing service, I believe the right design approach is key to analysing challenges and creating new and innovative solutions.

I am looking for a new opportunity as a Design Manager / UX Design Team Leader, Discovery Manager or Service Designer, ideally in an international company.

Key Skills

Hard Skills: Design Methodologies, UX Research, Information Architecture, Wireframing, Prototyping, Usability Testing, Accessibility Standards.

Soft Skills: Leadership, Team Management, Strategic Planning, Collaboration, Communication, Problem-Solving, Workshop facilitation (both on-line and off-line), Change management.

Professional Experience

Group Design Process Leader – Direct family

12/2023 – 11/2024

- Carried out internal diagnostics of design/innovation processes and proposed improvements.
- Led strategic product discovery for the Fido FX product.
- Redesigned service processes to support non-customers involved in accidents with the insurance company's customers.
- Initiated and launched an innovation community within the organisation.
- Onboard Miro as common collaborative tool a cross syndicate.

Discovery Manager – Gen Digital (former Avast Software)

02/2021 – 11/2023

- Founded and led the Discovery team of 5 designers within the design department of Avast.

- Established the Discovery phase as a key part of Avast's innovation process.
- Worked to improve the UX of Avast One, contributing to its successful launch.

Design Thinking Lead, Associate Director – MSD IT Global Innovation Center

03/2019 – 01/2021

- Led the creation of the Discovery team of 6 people within the Experience Design department.
- Manage to support the onboarding of the Mural tool to the business at enterprise level to mitigate the impact of COVID-19 on our day-to-day business.
- Played a key role in the PharmaLedger consortium, facilitating discussions on the digitisation of product information.

Senior UX Designer – MSD IT Global Innovation Center

12/2016 – 02/2019

- Involved in strategic phases of projects, from problem definition to solution delivery.
- Prepared and facilitated discovery workshops, followed by journey mapping and prototyping.

User Experience Designer – AVG Technologies

11/2013 – 11/2016

- Contributed to the transition to SaaS-based subscriptions, designing new product pages and e-commerce solutions.
- Conducted workshops and redesigned the AVG Support Centre, significantly improving its NPS score to 70.

Leader of the Designers Team – Seznam.cz, a.s.

09/2011 – 10/2013

- Leading a team of 12 UX designers, researchers and copywriters, managing major redesigns such as Mapy.cz, Sauto.cz and Sport.cz.
- Led a project to make Mapy.cz accessible to blind users through haptic maps.

Conceptual Designer – Seznam.cz, a.s.

01/2009 – 08/2011

- Part of the design team, focusing on improving the usability and accessibility of services.
- Introduced usability testing methodology and conducted pioneering eye-tracking research.
- Optimised the Sklik campaign interface, increasing performance by 20%.

Webmaster – Seznam.cz, a.s.

09/2003 – 12/2008

- Developed the front end of the Seznam.cz services using Teng, HTML and CSS.
- Implemented accessibility standards, improving usability for disabled visitors.
- Facilitated cooperation between major Czech portals to improve web accessibility.
- Promoted web accessibility for disabled users through university lectures.

Volunteer projects

Founder – Humans of UX

2016 – present

Founder of "Humans of UX" - the largest census of UX professionals in the Czech and Slovak Republics. We bring clarity to the market through extensive quantitative and qualitative research. See the results from 2021: humansofux.com/vysledky-scitania-2021

Exhibition Curator – Digital Design: A look behind the pixels

2015 – 2016

Founder and coordinator of an educational exhibition on digital design issues that attracted over 3000 visitors. I assembled a team and coordinated the work of more than 30 volunteers and experts who produced the content and supported parts of the exhibition. See zapixely.cz.

Chief coordinator – Prague Model of UN

2003 – 2005

I was in charge of organizing the 9th and 10th editions of the Prague Model of UN (now known as the [Prague Student Summit](https://praguestudentsummit.org)) - an educational project of the Association for International Affairs (AMO.cz). I led a team of about 40 volunteers who organized this student conference for 350 participants.

Education

2008 – 2013

Master's Degree (Mgr.) in [Marketing Communications – Tomas Bata University in Zlín, Faculty of Multimedia Communications](https://www.tmu.cz/fakulta/1).

Certifications and Courses

- [Business Process Design for Strategic Management](https://www.bpd.com)
- [Nielsen Norman Group UX certified: UX Management \(ID: 1024652\)](https://www.nielsen.com/na/ux-certification)
- Various courses in UX, accessibility, copywriting, management and presentation skills.

Other Knowledge and Skills

Tools: Miro, Mural, Figma & Figjam, AI/ChatGPT, Axure RP, Adobe Photoshop, Balsamiq, HTML, CSS.

Languages: English (Daily use for meetings, presentations, and communication), Czech (Native).