Hello there,

I am Jiří Rusňák

I have helped companies develop their teams, ideas, and products for over 14 years. I worked with startups and companies of all sizes that wanted to incorporate an agile approach, human-centered design or Design Thinking into their business. Usually, I work on a project full-time for several months, mostly half a year or longer.

Master's degree   **Brno University of Technology**

2001 – 2006   Faculty of Electrical Engineering and Communication
Czech Republic   Field of study: Cybernetics, Control, Measurements, Robotics

LANGUAGES

Czech	Native
English	Professional
Italian	Basics

CONTACTS

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SELECTED EXPERIENCE

Pet Insurance

12/2019 – 6/2020
Contractor

Product Designer, Senior UX Designer
Creative Dock GmbH, Germany

I worked on online pet insurance with a high level of automation and AI integration. The solution should significantly reduce operating costs and speed up all customer processes to the level of minutes or hours. However due to COVID-19, the investor reduced the budget and we were forced to close the project.

Multiple projects

12/2018 – 6/2020
Contractor

Head of UX Department
Cognito.CZ, s.r.o., Czech Republic

Using real projects I demonstrated the basic and advanced techniques of working with clients' products (Product / Service Design, UX Design) and with the clients themselves (workshops). I have build relationships, enabling long-term, sustainable, mutually beneficial partnerships with positive, measurable results.

MC CATALOGUE

6/2014 – 12/2017
Contractor

Senior UX Designer
AURA s.r.o, Czech Republic

MC Catalog is an extensive application for codification (cataloguing) of military assets according to the NATO ACodP-1 standard. In 2014, AURA asked me to help them solve the cumbersome and non-intuitive control. I was responsible for the entire UX area (research; prototyping and test scenarios; creation of documentation and high-fidelity visuals; conducting testing and its evaluation; etc.).

CleverAnalytics

2/2014 – 12/2014
Contractor

Senior UX Designer
Clever°Maps' a.s., Czech Republic

A start-up company CleverAnalytics began offering a product of the same name in the form of SaaS in 2014. The product is targeted at companies that have a branch network or use some kind of distributed business. Combines BI and geographic data into a powerful tool. I participated in the project from the beginning. I was responsible for the entire UX area, such as defining core values, simplifying and visualizing complex analyses, and creating a Design System.

Municipal Police Information System

9/2008 – 12/2010
Employee

Product Manager, UX Designer
VÍTKOVICE IT SOLUTIONS a.s., Czech Republic

The Municipal Police Information System is a modern information system that facilitates administration and operation related to planning, direct service and emergency call taking. I was responsible for negotiations with the Ostrava Municipal Police and other IRS units. I also led a group of developers and analysts. At the same time, I was responsible for the entire UX area (research; prototyping and test scenarios; creation of documentation and high-fidelity visuals; testing supervision; etc.).

My project was a sub-delivery within a much larger project called "Integrated Security Center of the Moravian-Silesian" Region (shortly "IBC MSK"). IBC MSK was a unique and the most advanced project of all the integrated rescue systems in Europe. It has been awarded several prizes.

HISTORY

14+
years of experience

50+
successful projects

SERVICES

I offer a framework of proven strategic practices, services, workshops, leadership, coaching and end-to-end delivery to accelerate business decisions and innovations.

CONSULTING, COACHING

- Business Models design
- Value Propositions design
- Product design
- Service design
- Strategy design
- Workshops facilitations
- Product or UX team development
- Team problem solving and OKRs
- The infinite game mindset training

END-TO-END DELIVERY

- Workshops (on-site/remote)
- Design Sprint
- Design strategy
- Innovation strategy
- Product design
- Service design
- User Experience Design (UX)
- User research
- Prototyping
- Testing