



Marek Ševčík

Product & UX/UI Designer

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Core Skills

Product discovery
AI-assisted design
User research
User experience design
Prototyping and user testing
Vision building

Tools

Figma
Cursor / Claude Code
Vercel + Sanity
Supabase
Adobe Creative Suite
Miro
Blender

Languages

English - C2
Czech - Native
Portuguese - A2
German - A2

Recognition & Writing

HULD Design Award,
Escalight, 2023

[The Loss of a Fake Designer](#)

[Lessons Learned:
Ethical Collaboration
with Kenyan
Communities](#)

Work experience

UX/UI Designer at Zipli — Freelance

January 2025 - Present

- Designed an AI-supported product for professional kitchens, from field research to a live pilot.
- Helped secure €100K in EU funding and first clients.

Strategic Designer at KONE

May 2024 - Present

- Shape early-stage digital products through research, concept development and prototyping.
- Work across seven global innovation projects with design, business and technical teams.

UX/UI Designer at Atlas of Today's World

April 2023 - January 2024

- Redesigned the platform around user research and defined its UX/UI direction to reach first paying patrons.

Independent projects

fluentician.com

Built an AI learning interface powered by six content-generating agents.

liquidbread.app

Designed and built a working AI product from concept to code.

Education

Master's Programme in International Design Business Management

Aalto University, Helsinki

Master's thesis: Evaluating Customer Journey Mapping as a Method to Identify Opportunities for Agentic AI in Frontline Workflows

2024 - 2026

Bachelor's Programme in Design

Aalto University, Helsinki

2021 - 2024