



Adam Černík



adam.cernik@gmail.com
+420 604 650 511

Designer with a strong focus on visual perfection, skilled in using modern tools for both design and high-fidelity prototypes.

I have over **15 years** of experience in advertising campaigns and a wide range of IT projects.

Outside of design and IT, I enjoy road cycling and basketball, appreciate music, love cooking, enjoy traveling, and value time with friends. Above all, my greatest joy comes from spending time with my three wonderful kids.

I used ChatGPT to only check the spelling.



Recent

ORF - Austrian Public TV

Digital Designer
Mar 2024 - - -

Austrian public television is undergoing a comprehensive update of its streaming platforms (iOS/Android, Web, Apple TV, Google TV, Amazon Fire). I was hired as an external designer to deliver high-fidelity Figma files based on a defined design and branding system.

I gained valuable experience designing for various new devices and enjoyed testing the designs live on TV screens. It was an incredible opportunity to work on a large-scale project used by millions of people daily.

Hint: Please read the portfolio from bottom to top 📖 to follow the correct timeline.

akcenta

Prague 1 year

Akcenta
Head of Design (full)
Mar 2023 - Jan 2024

I worked as the **Design Lead** at a czech finance company, where I managed a small team. Our main focus was to update our banking system, developing a new app, and improving the public website. I also handled animations and gathered feedback from users to make sure designs work well for them. But what really motivated me was helping my team grow. I enjoyed mentoring and sharing my knowledge to improve our design skills together. We were all about learning and getting better every day.

Design Systems Figma User Testing Jira German English

ÖBB

Vienna/Prague 3 years

ÖBB - Austrian Railways, Railcargo

UX Designer (contract)
May 2020 - Feb 2023

Hands on a brand new digital cargo system called MIKE. All systems used for managing train transport were brought step-by-step together in a modular system - from invoicing to maintaining dangerous goods. Performing specific user-test session with people who were supposed to change their work behavior from Excel to a native digital experience.

ÖBB - Austrian Railways, Personal Transport

UX Designer (contract)
Jun 2019 - Apr 2020

The ÖBB offers various digital channels for ticket sales. The objective was to analyze these channels and create a design system. In my role, I established an efficient workflow, selected tools for designing the system, and facilitated a seamless handover for development. Additionally, I contributed to daily operations and led several user-testing sessions.

Design Systems Figma User Testing Flinto Jira German English

After 2 years in the Deutsche Bank I was relegated by the HR agency to the ÖBB in Vienna. 3 days onsite/2 days remote, while during Covid everything turned into 100% remote work form Prague.



Frankfurt 2 years

Deutsche Bank
UX Designer (contract)
Jan 2017 - Dec 2018

In charge of the Deutsche Bank mobile iOS/Android banking app, I handled the creation of prototypes and UI. Collaborating within an agile international team of developers, analysts, testers, and designers, I navigated projects in both English and German. Additionally, I managed the Design Guidelines and gained valuable insights into agile working methods.

Sketch Photoshop Illustrator User Testing Flinto Jira English German

e.conomia

Prague 1.5 years

Economia
Senior UI Designer (full)
Apr 2015 - Sep 2016

At Publisher Economia, my main responsibility involved a comprehensive redesign of the online magazine aktualne.cz, with a particular emphasis on optimizing for mobile devices. Additionally, I took on the challenge of revamping the woman-oriented lifestyle magazine zena.cz.

Sketch Photoshop Jira Czech

taste.

Prague 5 years

Taste Digital
Freelance Agency (self-employed)
Dec 2011 - Mar 2015

For a couple of years, I ran my own business, creating digital advertisements for different clients, including renowned companies such as VCCP, Holba, Pilsner Urquell, Wiglaf Pricing, Catworks, and Dobrý Anděl.

hullabaloo

Prague 10 months

Hullabaloo
Digital Project Manager (contract)
Dec 2010 - Oct 2011

Managing online campaigns and developing digital products, including microsites, online games, and apps, was a significant part of my role. I collaborated with notable clients, including Samsung, Unilever, Kraft Foods, and Jeep. Additionally, I successfully oversaw a substantial social campaign for the European Parliament.

Other projects

Cemex / Neoris | Digital Transformation Kick-off

Sep 2016 - Dec 2016

Neoris hired me as an UX expert for a big Design Thinking kick-off to start the digital transformation of Cemex. I was translating ideas of the team into wireframes and prototypes and presented the results to the management.

Slydoo / Travel Guide Startup

Jun 2014 - Jun 2015

Together with a developer we were working on a startup project. People had the possibility to easily generate and download tour guides according to their actual situation and preferences.

Languages

English

Fluent

German

Native Level

Czech

Native

recent

akcenta

ÖBB

Deutsche Bank

e.conomia

taste.

hullabaloo