



Mgr. Art. Petra Kabátová

UX professional

I started as graphic and web designer. Then I worked on my own projects, I fulfilled my dream to make my own book. It was a very good experience and it triggered my interest in customer needs optimization. Now I found new drive in my career in user experience design and research. I am interested in intersection of UX and business so I started to work on my MBA diploma.

Employment history

UX designer at the biggest Slovak bank Slovenská sporiteľňa, member of Erste Group
2020 - present

I am responsible for design of Business24 platform, the internet banking of Slovenská Sporiteľňa for business customers. I am supporting web version and also the mobile application. To my main responsibilities belong:

- Creation and maintenance of Figma library for web and app in coordination with other digital bank channels (George and tablet)
- Support development team with pixel perfect graphical inputs
- Ideation (reverse engineering of competitive solutions, sketching of ideas, prototyping and user testing, result analysis)
- Occasionally I contribute to marketing (banners, videos) with promoting new features
- I also closely collaborate with CX department to better understand user needs

I also initiated the **QuickTest** method (internal forms questionnaire for employees to get quick results) and I sparked the long planned **illustration guide**.

Projects at maternity leave as freelancer

2013 - 2020

- Production and selling of **children book Macko Tobi** and paper craft for children (I have written the stories, prepared the props, crocheted the main character, took photos, created an easy comic for small children in Montessori style)
- Creation and administration of websites in WordPress:
 - . mackotobi.sk (plugins, Google Analytics, campaigns for Facebook)
 - . cis-slovakia.sk/e-shop/obchod
 - . prenajombyty.sk
- Managing Facebook account for ME-DEL Slovakia
- Illustrations for Hacktrophy website
- Layout of printed magazine Need to Hear in InDesign

Graphic designer and web designer at companies First Mobile Affiliate and WEBGLOBE
2008 - 2013

- **Corporate identity** (logos, flyers, ads, promo for exhibitions, promo movies)
- **UI design and front-end development** (company websites, on-demand-video portals optimized for mobile experience, HTML, CSS, PHP)

Skills

- **Programs:** Figma, Adobe Creative Suit, MS Office
- **Languages:** Slovak (native)
English fluent (C2 Certificate - 2008)
German fluent (Zentrale Mittlepruefung C1 - 2009)
- **Project Ideation:** story boards, scenarios and user personas
- **Creation of GUI:** sketches, mood-boards, wireframes, paper prototypes, lo-fi /hi-fi prototypes in Figma
- **User Needs Research:** interviews, competitive analysis, questionnaire, affinity wall technique, heuristic
- **Creation of Website:** HTML, CSS, WordPress

About me

I am responsible and initiative, quick learner.
I like up-hill racing and climbing.



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EDUCATION

2003 - 2010

Slovak University of Technology
Faculty of Architecture
Design

2020 - 2022

Coursera.org

Certificated online education:

- User Experience Research and Design Specialization (5 courses)
- UI/UX Design Specialization (4 courses)
- Managerial Economics and Business Analysis Specialization (7 courses)