Jiří Háček

Product & UX Designer

Explore my work

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I make complex applications and workflows easier to use. My work connects user research, interaction and interface design, and hands-on collaboration with developers—from clarifying a problem to testing and implementing a solution.

DESIGN EXPERIENCE

UX Designer · NMS Market Research

Jun 2018 - present

Independent contractor, full-time engagement

Sole UX/UI designer across 40+ applications for research data collection and analysis, used by internal teams and clients; around 10 in active development.

- Help clarify problems and define the scope of solutions with stakeholders and developers.
- Design user flows, interfaces and interactive prototypes; conduct usability testing and refine designs based on findings.
- Develop reusable components and consistent interaction patterns, contribute to frontend implementation, and review the resulting experience.
- Use AI for analysis, design exploration and structured documentation, and build tools to support this workflow.

ASAP: led the redesign of an analytics app now used by clients and contributed to frontend implementation.
Echonity: defined the concept and MVP of a standalone respondent app, tested prototypes and handed designs over for development.

UX/UI Designer · Independent client projects

2018 - 2025

Alongside NMS engagement

Project-based UX/UI design for other clients, including information architecture, wireframes, prototypes and interface design. Recent work included the redesign of inkluzivniskola.cz for META.

ADDITIONAL EXPERIENCE

Co-founder & Operations Lead · 1.TPŠ Litoměřice

2014 - present

Part-time, approximately 8 hours/week

Lead a team of around 40 people across two local branches, with responsibility for swimming programmes, operations, administration and communication.

CORE SKILLS

User research · Interaction design
Information architecture · Prototyping
Usability testing · UI design
Reusable components · Figma
Frontend collaboration

EDUCATION & LANGUAGES

Bachelor's degree
Personnel and Intercultural Management
University of Applied Psychology, Terezín
2013 - 2016

Czech · English — working proficiency