Mgr. Lukáš Marvan
Discovery Manager

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As discovery manager I'm helping other people, teams and companies to determine and design better future of their digital products and services. I use workshops, research and testing (all both on-line and off-line) to find out the right solutions. Together with the product managers, UX researchers, UX and UI designers, copywriters and other colleagues we interconnect the individual competences into the great user experience of applications and websites. The best possible result of our teamwork is my strongest motivation.

I want to work as a team leader of design team. I want to lead and coordinate teams, which will deliver a human centered products/services and brings desired results to its owners.

Work experience:

Discovery Manager – Avast Software
02/2021 – present
- Founder of Discovery team within Design team of Avast
- Establishing the Discovery phase as integral part of Avast innovation process
- With my team we are supporting the discovery activities on product, process and strategic level
- Working on improving the UX of our flagship product Avast One before the release

Design Thinking Lead – MSD IT Global Innovation Center
03/2019 – 01/2021
- Founder of Discovery team within XD (Experience Design) team
- Working on different levels of problems: from new products / features, trough processes (e.g. digitalization of clinical trials monitoring), up to new strategies (e.g. new portfolio planning for IT division)
- Manage to support onboarding Mural tool to the company on enterprise level as mitigation of covid impacts on our day to day business
- Part of PharmaLedger consortium team on eLeaflet / ePI on how to digitalize product information and put them on blockchain. We facilitate the discussions for several months on-line due to beginning of covid crisis

Senior UX Designer – MSD IT Global Innovation Center
12/2016 – 02/2019
- I was working primary on internal but also external projects with global reach across the company
- Typically, I'm involved in the initial strategic phases of the new projects like align the team on situation, define the right problem, set a direction of the solution
- I'm preparing and facilitating Discovery workshops
- Then I follow on with journey/process mapping, information architecture and interactive prototypes

User Experience Designer – AVG Technologies
11/2013 – 11/2016
- I was a member of AVG online marketing team
- I mostly work on the avg.com Web site ([Product pages](), [MyAccount](), [Secure Checkout](), [Support Center](), [AVG Signal]()) – the part of AVG online marketing presentation
- I participated in the GMS project - the AVG Technologies transition from the off-the-shelf software sales towards the SaaS-based annual/monthly subscriptions
- My contribution to the solutions were the UX design for the new product pages, the new e-commerce solutions, new user account
- I participated on the implementation of new product lines into sale, including the composition of the products and e-commerce solutions
- Created the design for the content portal AVG Signal
- Led workshops defining the needs of users and businesses, I prepared the information architecture of the portal, I suggested wireframes of all websites and based on them I handed over the assignment to the graphic designer
- Based on my recommendation, the entire section of the site AVG.com was canceled, which will significantly simplify navigation and maintenance costs
- After my redesign of the Support Centers, their NPS evaluation grew up to 70
- I initiate my colleagues into the principles of design thinking, design process and UX
- I teach them e.g. how to correctly perform user testing, explain to them the rules of proper behavior of the UI / Web sites, explaining the importance of accessibility for handicapped etc.
- I mentor a colleague who is, therefore, becoming more independent in her work and manages to successfully handle the projects of AVG
- Performing opponency of the graphic designs of my colleagues in AVG
- I lectured (in English) at the CCC conference in Hamburg on "Top ten usability obstacles"

Leader of a team of UI designers - Seznam.cz, a.s.
09/2011 – 10/2013
- I led a team of 11 people (UX designers, visual designers, user interface tester and copywriter)
- With my team, we have created designs of new Seznam services and also redesigned the existing services
- We performed our own qualitative user research, for example Seznam's "Tone of voice"
- I introduced design process and reorganized the work of designers – therefore I stabilized their utilization rate
- Led the redesign of several projects, such as portals Mapy.cz, Sauto.cz or Sport.cz
- I myself was involved in the implementation of user research, preparing wireframes and usability testing
- Colleagues under my leadership, then developed a graphic design
- This project was very interesting and challenging because of the need to react quickly to visitors' dissatisfaction with some elements of a solution, in which we finally succeeded
- I also participated in the project of haptic maps - we invented a way to enable access to Mapy.cz to blind users. The idea came from the center Tereza, I helped to realize it in the terms of project and design
- I lectured e.g. the conference UX Conference 2012: " Proč Sport nebyl Super" (analysis of portals Sport.cz and Super.cz) and 2013: " UX není cesta, ale cíl" (UX is not the way, but the goal)

Conceptual designer - Seznam.cz, a.s.
01/2009 – 08/2011

- I was part of the UI designers department
- Worked on making the Seznam services were not only nice to look at, but also had good controls and it was pleasant to come back to them
- Introduced a methodology for usability testing
- Organized and realized at that time unique research using the eye tracking. That brought us a deeper understanding of the behavior of people while reviewing the results of our full-text search
- I optimized, for example, an interface for entering campaigns in Sklik, it's performance has then risen by about 20%
- Lectured about the usability testing methodology at the WebExpo 2010 conference (lecture and practical demonstration – to watch: video + Slideshow)
- Thanks to my results, organizational skills and reliability I promoted to the position of Head of the UI designers team

Webmaster - Seznam.cz, a.s.
09/2003 – 12/2008

- Thanks to the HTML and CSS, I gave the Seznam's services their look
- I led into practice "the rules of accessible Seznam," which allowed handicapped visitors to facilitate the use of services (e.g. A shared standard of keyboard shortcuts)
- Thanks to ippi.cz (Initiative for more accessible internet), I managed to get the at that time competing portals Atlas.cz, Centrum, Idnes, Seznam and Jyxo to cooperate
- I have brought to light the topic of the site's accessibility for disabled users, to whom we actually made our services a little more accessible
- Lectured at universities on accessibility for disabled users

Other selected projects:

2016 - 2022: Founder of the "Humans of UX" - the largest census of Czech and Slovak UX professionals. By extensive quantitative and qualitative research, we provide clarity to the market. See the results from 2017 [CZ]: humansofux.com

2015 – 2016: Exhibition curator "Digitální design: Pohled za pixely" (Digital Design: A look behind the pixels). In the fall of 2014, I devised an educational project exhibition devoted to the problem of digital design. I assembled a team and coordinated the work of more than 30 volunteers and experts who produced content and the support part of the exhibition. The exhibition visited the city of Prague, Zlín, Brno and Plzeň and address more than 3000 people. One of the impacts of #zapixely exhibition was better cooperation of two nonprofit organizations: Associace UX and CZECHDESIGN to work together to better promote and support the work of Czech designers. See zapixely.cz

2015: UX Designer – Redesign of the Web site AMO.cz - I led a series of workshops analyzing the current situation with web and marketing communications of the Association for International Affairs and defining the strategic plans of redesign. Graphic designs were created on the basis of my assignment, I was involved in a brief and a project documentation for the project creator. The number of read articles grew by almost 100%

2003 – 2005: **Main coordinator** - I was in charge of the organization of the 9th and 10th year of **Prague Model of UN** (now known as **PSS – Prague Student Summit**) - an educational project of **the Association for International Affairs** (AMO.cz). I led a team of about 40 volunteers who have realized this student conference for 350 participants

Education:
Tomas Bata University in Zlín – Faculty of Multimedia Communications
I earned a master's degree (Mgr.)

Courses:
- [Nielsen Norman Group UX certified: UX Management (ID: 1024652)](#)
- [Course of creating an accessible web (H1.cz)](#)
- [Workshop: User testing and creation of usable website (H1.cz)](#)
- [Training of writing for the web and online copywriting (Marek Prokop)](#)
- [Course of writing for the web and online copywriting (H1.cz)](#)
- Courses of Presentation Skills I, II and III
- Management skills course
- Training of management of job interviews
- Course of management of meetings
- Course of negotiation and effective communication

Other knowledge and skills:
Miro – current main tool for remote collaboration
Mural – heavy usage at MSD, I helped to onboard this tool to the company
Axure RP – everyday use, the main working tool
Adobe Photoshop – Secondary level - advanced editing
Balsamiq – Secondary level
HTML and CSS
3D modeling in AutoCAD

Languages
English – I use the language on a daily basis (meetings, presentations, lectures, regular communication)

In Prague, January 20, 2022
Lukáš Marvan