



Ing. Eliška Doležalová

UX/UI DESIGNER

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ABOUT ME

I'm a graphic and UX/UI designer with over six years of experience. I focus on visual identities, web design, and user interfaces that combine aesthetics with functionality. I enjoy creating clean, thoughtful design that clearly communicates a brand's idea and leaves a lasting impression. In my work, I look for solutions that genuinely make communication easier for clients and help their brand look professional and consistent.

EDUCATION

UX design and research

Master's degree

Multimedia Communication

Master's studies, secondary specialization

Information Media and Services

Bachelor's studies

Bont academy

Web design course

FOCUS AREAS

UX/UI Design

Sitemaps, Wireframes & Prototypes

Product design

Mobile & Web App Design

Design Systems & Components

MY MOST NOTABLE COLLABORATIONS

Apadore

For the Apadore studio, I create B2B websites. In collaboration with the Art Director, we build the brand's visual universe, which I then translate into functional, thoughtful web design.

Shoptet UX partner

Shoptet UX Partner, conducting UX audits and usability reviews for e-commerce stores to improve conversion, navigation, and checkout experiences.

1. Web IT

For 1. Web IT s.r.o., I delivered a complete website redesign and a brand refresh. I continue to work with their team long-term on further brand development and product design for their clients.

Ataccama

Product Design Intern at Ataccama, working across the full design process, from user research and JTBD synthesis to high-fidelity Figma designs - on B2B data management software for global enterprise customers.

Jitro Design

In collaboration with the graphic studio Jitro Design, I learned the most about working with typography and composition, and I then completed an internship at the KVIFF festival.

Prague Pride Festival

For five years, I've helped create the visual identity and graphics for the Prague Pride festival. After working with agencies, I took over the in-house campaign visuals across online, print, spatial applications, and merch. For my diploma thesis, I redesigned the festival website to improve communication and presentation.