

ZBYNEK STERBA

PRODUCT DESIGNER

About

I am a Product Designer helping people to better manage their digital lives. Having background in usability testing and cognitive sciences, I create digital experiences based on research and a user-centric approach. My design process is interconnected with validation and I always try to get data driven solutions based on objective findings. I always fight for users.

Experience

Product Designer (June 2017 - present)
Avast Software, Czech Republic

- responsible for product design of 2 products (SafePrice, Secure Browser)
- conducts user research and testing, creates wireframes and mockups, visual design, design sprints, prototyping, content strategy
- built up pattern library and design system conception
- evangelizes user aspects in the department's teams

UX Designer (February 2016 - May 2017)
GMC Software, Czech Republic

- product design of 2 web-based products (user research, personas, user flows, wireframes, prototyping, usability testing)
- conducts usability tests (quantitative and qualitative tests, eye-tracking) of all GMC products
- rebuilt GMC products persona system
- organized workshops on UX and usability testing

Postdoc Researcher (2015, 6 months)
Department of Geography, University of Zürich, Switzerland

- performed advanced methods in usability testing (quantitative and qualitative methods: eye-tracking & other testing tools)
- researched & tested intercultural differences in visual perception

Postdoc Research Specialist (February 2013 - August 2015)
Center for Experimental Psychology and Cognitive Sciences, CZ

- designed, conducted & interpreted empirical tests focused on map perception and cognitive issues
- performed exploratory and confirmatory data analysis
- presented research outcomes, organized workshops & conferences

Research Assistant (February 2008-January 2013)
Department of Geography, Masaryk University, Brno, Czech Republic

- researched & conducted usability tests of emergency maps
- presented the research outcomes (oral & written outputs), lectures
- collaborated on design of usability testing application

Education

Ph.D. in Cartography and Geoinformatics (2012), Masaryk University, Czech Republic

- researched color contrast and its application in cartography
- conducted usability tests combining psychological and map reading tasks

Contact

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Skills & tools

Balsamiq
Axure
Marvel
InVision
Origami Studio
Sketch
Photoshop
Illustrator
persona
usability testing
SPSS
eye-tracking
HTML/CSS

Others

project mngmnt
organizational skills
problem-solving
critical thinking
multitasking
team player
data driven

About

travelling
cooking
running
design
music
maps
fun