

ONDREJ HOMOLA

Design Lead & User Experience Designer

I lead a team of designers crafting the next generation in-car User Experience for millions of ŠKODA drivers and passengers around the globe.

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Experience

Design Lead - HMI

ŠKODA AUTO, Prague, Czech Republic
June 2019 - Present

Leading a team of UX and UI designers focusing on HMI, infotainment and in-car apps. Helped to shape UX, Research and Design Thinking across ŠKODA Design and ŠKODA UX. Established a UX strategy, processes and demonstrated value of UX in the key products.

User Experience Designer

IBM Design HQ, Austin, Texas, USA
August 2017 - June 2019

Led voice assistant concept design for IBM Immersive Insights to simplify Data Science workflow. Drove the vision of IBM Digital Business Automation that merges BPM, ICM, ODM, BWL into a single platform. Coordinated Design Thinking workshops to align team strategy, goals and creative outcomes. Conducted research, creating concepts cars and sharing insights with the team to better understand user needs. Coached students and new hires in a spare time.

Junior User Experience Designer

IBM Deutschland R&D, Boeblingen, Germany
June 2015 - July 2017

Led end-user experience, prototypes and concepts for IBM Digital Business Assistant. Implemented Design Thinking to enable creative collaboration among designers, product managers and engineers. Helped to align the team on one goal. In addition, initiated and collaboratively developed a concept of a job application tracking tool, that later disrupted recruiting at IBM. It resulted in significantly faster processing of over 6k applications at every single IBM Studios around the globe. Received the highest IBM award for that work.

Certificates

Professional Scrum Master™ level I (PSM I) - 2019
Accessibility Advocate - IBM 2018
Enterprise Design Thinking Co-Creator - IBM 2016
Enterprise Design Thinking Practitioner - IBM 2015

Education

IBM Design Bootcamp

IBM Design HQ, Austin, Texas, USA
September 2015 - December 2015
Design Thinking for enterprises, Watson AI.

BSc (Hons) Interactive Media Design

Edinburgh Napier University, Edinburgh, UK
2011 - 2015

User Experience, User Interface, HCI, Digital Media, Web Design and Development, 3D, Animation, Video, Visual Design, Motion Design, Marketing, Branding.

BSc Mobile Media

Stuttgart Media University, Stuttgart, Germany
2013 - 2014 (Exchange year)

User Experience and Interface Design, Mobile Game Design, Design for Mobile Apps, Web & Graphic Design.

Skills

Prototyping and Interaction Design

Figma, Sketch, Invision, Axure
Adobe: XD, Photoshop, Illustrator, After Effects
HTML, CSS, jQuery

Languages

English, Slovak, German

Volunteering

Tutor of Mobile App Design

Stuttgart Media University, Germany
Spring 2014

Organized tutorial classes focused on prototyping for mobile and tablet in HTML5, CSS3 and jQuery.

Tutor of HCI and Web Design

Zhengzhou University of Light Industry, China
Summer 2013

Traveled to China to tutor and mentor HCI undergraduate students about Web Design and UX. Assisted the lecturer.