

# ONDREJ HOMOLA

## User Experience Designer

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### User Experience Designer designing at IBM Design.

Regardless of the format of an experience: web, mobile, TV, voice assistant, AR or VR; he is committed to making the most engaging fluid design for each user.

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## Experience

### User Experience Designer

IBM Design HQ, Austin, Texas, USA

August 2017 - Present

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

### Design & Digital Media Lead

Homola Motorsport, Bratislava, Slovakia

2008 - Present

Helped Mato Homola to become one of the 25 worlds' best touring car race drivers in FIA World Touring Car Cup. Built up 90k+ social media fan base from scratch. Designed car liveries, race suits, websites, newsletters, sponsorship pitches worth 500k EUR. Coordinated the team rebrand project. Leading freelance photo and video crew. Working closely with TV, radio and print partners to ensure high visibility of the sponsors and race driver in top-rated media.

## Certificates

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

Sketch, Invision, Marvel, OmniGraffle, Axure, Mural  
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.