

# ONDREJ HOMOLA

User Experience Leader with over 10 years of experience in UX strategy, design systems, user research across automotive, web, mobile, TV, and enterprise UX.

Proven expertise in leading teams, scaling design frameworks and delivering data-driven solutions that impact millions of users worldwide.

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## Experience

### Lead UX Designer - System Framework

Volvo Cars, Gothenburg, Sweden  
February 2022 - Present

Leading premium UX for Volvo Cars scalable system framework, focusing on display and infotainment strategy. Aligning design systems, navigation, architecture, and controls across multiple platforms. Driving both visionary and delivery work. Taking roles as a Design Lead for 10+ designers, Design Ops or individual contributor. Utilizing a data-driven approach, leveraging user insights. Introduced QA and documentation standards. Launched Volvo Car UX in Volvo EX90, EX30, XC90.

### Design Lead - HMI

Skoda Auto, Prague, Czech Republic  
September 2020 - January 2022

Co-founded Skoda's first centralized UX organization. Helped to unify supplier teams, introduced user-centered design processes. Managed 11 UX and UI designers to deliver HMI and WebApp experiences for 2024+ models (Superb, Kodiaq, Enyaq, Octavia). Collaborated closely with VW Group to align shared UX strategy.

### Lead UX Designer - HMI

Skoda Auto, Prague, Czech Republic  
June 2019 - August 2020

Initiated Skoda's first user-centered in-car UX design approach that was shipped in Skoda Superb and Kodiaq. Demonstrated the impact of UX through pilot projects, securing UX budget.

### UX Designer

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

Led voice assistant UX concepts for IBM Immersive Insights to enhance Data Science workflows. Drove UX vision for IBM Digital Business Automation, integrating BPM, ICM, ODM, and BWL. Facilitated Design Thinking workshops for strategy alignment and creative problem-solving. Conducted user research, concept development, and insight-sharing to enhance product decisions.

### Junior UX Designer

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

Designed end-user experiences, prototypes, and concept designs for IBM Digital Business Assistant. Applied Design Thinking methodologies to bridge gaps between designers, product managers, and engineers. Created an internal job application tracking tool, optimizing IBM's recruitment process.

## Education

### 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

Cross-Functional Team Leadership, User Experience Strategy, Design Systems & Scalable UX Frameworks, User Research, Prototyping & Interaction Design, Design Thinking, Figma, Adobe, Jira, HTML, CSS

## Languages

English, Slovak, German, Swedish

## Public Speaking

2025 - Brno Bold Design Conference - Volvo Cars

## Awards

2025 - TopGear.com - Volvo EX90 Luxury Car of the Year  
2023 - CDN People Awards: Best UX Team  
2021 - Red Dot - Skoda Flow - Digital Design System  
2018 - IBM Outstanding Technical Achievement Award

## Certificates

2024 - Automotive User Research Course - Volvo Cars  
2023 - Design Leadership Fundamentals I - Design Dept.  
2021 - New UX Managers, Leading Highly Effective UX Teams  
2021 - Becoming a UX Strategist - Nielsen Norman Group  
2019 - Professional Scrum MasterTM level I (PSM I)  
2018 - Accessibility Advocate - IBM  
2016 - Enterprise Design Thinking Co-Creator - IBM  
2015 - IBM Design Bootcamp  
2015 - Enterprise Design Thinking Practitioner - IBM