

# ING. LUCIA BABNIČOVÁ

## UX / UI DESIGNER

📍 Almere Poort

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Beauty perishes in life, but is immortal in art.

Leonardo Da Vinci

### About me

Hi, my name is Lucia and design is my passion. Since childhood, I have been involved in drawing, painting, and creating various objects, which is why I attended art school as a hobby during my regular schooling. After finishing high school, I looked for a university where I could combine my creative skills with my logical abilities since I also enjoyed mathematics. In college, I discovered web design and the creation of online content, and I immediately knew it would become my passion. I love learning new things and overcoming new challenges.

### Experience

#### CODES BRAND HOUSE

2020 - 2024 | UX / UI DESIGNER | FULL TIME

Codes Brand House is considered one of the top creative studios in Bratislava. I worked there as a UI/UX designer. The work my colleagues and I did was very diverse. **At this company, I worked on website and app design, company branding, logo design, marketing campaigns, packaging design, product photography, iconography, illustration, and also partly as a motion designer.** At Codes Brand House, I not only gained a lot of experience but also had the opportunity to work with amazing and talented colleagues who later became my friends. I got to know clients of various scales and had the chance to improve in different areas of design.

#### BOOSTERS s.r.o.

2019 - 2020 | PPC SPECIALIST & GRAPHIC DESIGNER | FULL TIME

At Boosters, I worked as a PPC specialist and graphic designer. **My responsibilities included preparing marketing strategies, managing marketing campaigns, and creating graphic materials for clients' marketing campaigns.** In this role, I gained deeper insight into the world of marketing, learned how to work effectively in a team, and developed my analytical thinking skills.

#### ALBI s.r.o.

2018 - 2019 | GRAPHIC DESIGNER & MARKETING ASSISTANT | PART TIME

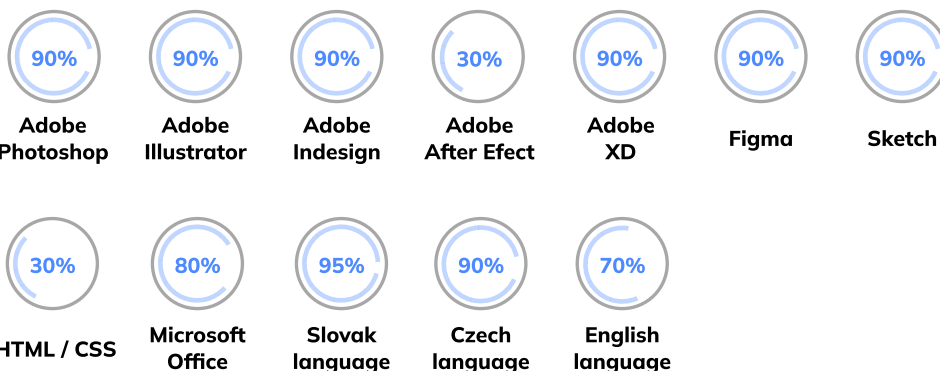
Albi is one of the largest producers and sellers of board games and gift items in Slovakia and the Czech Republic. In addition to my university studies, I worked in this company as a graphic designer and marketing assistant. **My work included the preparation of graphic and marketing materials, communication with shopping centers and sellers, preparation of materials for printing, preparation of materials for the e-shop and creation of photos and posts for social media.** In the company, I gained a wonderful team, a lot of experience due to the extensiveness of my duties and I improved my communication skills.

#### BLUEWEB s.r.o.

2017 - 2018 | JUNIOR UX / UI DESIGNER | PART TIME

I worked at Blueweb as a ui/ux designer alongside my university studies, where I could **turn my theoretical skills into practical experience.** They taught me the **technical aspects of creating websites, which had to fulfill not only an aesthetic function, but also functional properties, depending on the budget and the customer's ideas.** I also learned teamwork and time management. My task was not only the design of websites, but also the creation of internal graphic materials.

### Experience



### Education

#### University of Žilina

2014 - 2019

At university, I attended the **Department of Quantitative Methods and Economic Informatics**, specializing in **e-commerce and management**. Within this field, I had the opportunity to familiarize my self with e-business, marketing, SEO, programming through HTML/CSS, JS, SQL databases, graphic design and some economic subjects. **I completed my studies with a master's degree as an engineer.**

#### Gymnasium Jána Chalupku

2009 - 2013

I attended high school in Brezno, where I successfully completed it with a final exam. I took the final exam in **mathematics, informatics, English, and Slovak language.**

### Skills

#### Design

User Experience, Interaction Design, User Interface, Digital Prototyping, Visual Design, Wireframing, High Fidelity Mockups.

#### Research

User Testing, Information Architecture, Journey Mapping, A/B Testing, Competitor Analysis, Design Strategy.

#### Visual Design

Poster Design, Branding, Typography, Iconography, Book Design, illustrations, web design, stylesheets and guidelines.

#### Other Skills

Eye for detail, Creativity, Time management, Collaboration and communication, Learning.

