

MATEJ TOMAN

UX/UI Designer • Art Director • Advisor



SKILLS

UI / User Interface

UX / User Experience

Wireframing

Prototyping

Web & App Design

Usability Testing

User Research, Personas

Adobe PS, AI, ID

Figma

Corporate identity

Branding

Product Design

Print & DTP

Squarespace

Shopify

Slovak •••••
Czech •••••
English •••••

I am a highly skilled UX / UI designer and product designer with a passion for creating accessible and visually compelling user experiences.

With 20+ years of experience, I excel at conducting user research, prototyping, and collaborating with cross-functional teams to deliver innovative design solutions. My expertise spans automotive, SaaS, fintech, healthtech and e-commerce, incorporating AI and data visualization technologies.

With a keen eye for detail and a strong understanding of user psychology, I strive to craft designs that not only meet user needs but also exceed expectations. Combining logic and creativity, I deliver functional and aesthetically pleasant UX and UI design solutions that align with companies' overall strategies.

EXPERIENCE

UI / UX Designer Gamee.com

Connecting gamers, brands and Web3 projects

08/2023 – 10/2023 / GAMEE is a high-engagement play to earn gaming platform, that attracted over 30 million users. Their mission is to introduce value of blockchain to mainstream gaming audience and to recognize and reward gaming skill, effort and loyalty.

GAMEE is part of Animoca brands, a leading blockchain gaming company.

UI / User Interface

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Figma

User Research, Personas

Prototyping

- **Successful redesign:** Revamped the main Telegram game with an enhanced UX and UI experience.

This monthly game engages over 2 million users from around the world, catering to a wide range of personas.

As the foremost and largest publisher of games on the Telegram platform, we continue to set the industry standard.

UI / UX Designer Shoptet.cz

The largest e-commerce platform in the CEE.

11/2022 – 06/2023 / Shoptet is the largest provider of e-commerce solutions in the Czech Republic and in recent years has also expanded into Slovakia and Hungary. There are over 32,000 e-shops in operation on Shoptet. In addition to a comprehensive e-shop solution suitable for the launching of a business, we also offer a service for more complex business solutions Shoptet Premium with an open API and customized design.

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- **Redesigning the Administration:** Transforming the backbone of daily operations for hundreds of thousands of users!

- **Seamless Live Upgrade:** Elevating the user experience with live updates, minimizing disruptions, and maximizing customer satisfaction.

- **Unleashing Creativity:** Empowering internal teams with a cutting-edge Figma UI kit for endless design possibilities.

UI / UX Designer

Toptal.com

The World's Top Talent, On Demand.

12/2015 – 02/2018 / Toptal is a network of the world's top talent in business, design, and technology that enables companies to scale their teams, on demand. With \$200+ million in annual revenue and over 40% year-over-year growth, Toptal is the largest fully distributed workforce in the world.

As a core team designer, I played a key role in designing the Toptal platform, revolutionizing the way clients find their perfect match.

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- **UX design as a key to success** - with team we've optimized flows and streamlined processes to ensure perfect interactions and simple usability.
- Crafted compelling internal materials that helped remote team better understand work-flow, **driving collaboration and enhancing productivity.**
- Data driven landing pages we're able to onboard new clients easily, **we've successfully launched new blog verticals**, driving engagement and boosting total conversions.

Co-founder & CEO

PFF.cz

Healthier and Sustainable Pet Food.

2013 – Present / Pet Farm Family is a family-owned eco-friendly factory based in Prague. Sustainability of ingredients, eco-friendly processes, and high-quality raw materials are the key principles of their entire production. It begins with a careful selection of local farmers and ends by choosing environmentally friendly delivery options. From ideation to global product delivery, We have built love-brand from scratch, capturing markets across Europe and the world.

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- **"The problem-solving guy"**. I excel at overcoming production possible blockers, ensuring seamless operations and exceptional quality control.
- **Skilled in managing suppliers** and building connections.
- With a strong focus on innovation, I constantly push the boundaries of product development through **continuous R&D efforts. Never stop innovating.**

UI / UX Designer

Icewarp.com

Business Email Server HUB.

05/2013 – 11/2015 / IceWarp, Inc. is a software company located in Prague, Czech Republic. It develops IceWarp Mail Server, an email, messaging, and collaboration service for small, medium, and enterprise-level businesses. IceWarp has offices in the United States, Germany, the Czech Republic, and India. I led the complete redesign of the IceWarp app interface, enhancing the daily experience for tens of millions of users worldwide.

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- With a main focus on user experience, I fine-tuned every **detail to optimize conversion rates** and deliver an exceptional daily usage journey.
- Designing sub-projects, including the development of **the second-largest Windows email client** and cutting-edge cloud solutions.
- Crafted company materials to boost sales conversion, driving business growth and **expansion to new markets.**

Digital Art Director

Followbubble.com

We're Bubble - A content agency.

11/2011 – 04/2013 / Follow Bubble is a leading social media agency renowned for its exceptional content creation. With a team of innovative minds, they craft captivating strategies that leave a lasting impact.

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Branding

- **Secured major clients and tenders**, introducing addictive gamification strategies to elevate FMCG brands to new heights.
- **As the second employee, I played a pivotal role in shaping the company's growth**, sourcing top talents, and establishing efficient processes and comprehensive manuals.

Digital Designer

Zaraguza.com

The most-awarded ADMA agency.

06/2010 – 12/2010 / Multichannel Campaigns for Innovative Marketers. ZARAGUZA Bratislava and ZARAGUZA Prague are a new kind of full-service advertising agency focused on long-term communication with great-earned media coverage.

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- As a young creative in the early stages of the agency, my contributions played a key role in securing prestigious **awards in European competitions.**
- Leveraging my **creative background and photography skills**, I bring a fresh perspective to designs, combining them with unique and captivating elements.

Junior Art Director

WLB.sk

Leo Burnett - the most creative agency in Slovakia.

10/2008 – 03/2010 / As an ad agency driven by the belief that creativity can drive genuine business growth and transform human behavior, we are committed to helping brands thrive in the ever-changing 21st-century marketplace. With a strong emphasis on powerful human insights, our award-winning agency has been recognized as the most Creative Agency of the last two decades.

Adobe PS, AI, ID

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- **Breaking records as the youngest art director in the agency's history**, I delivered a burst of fresh ideas and groundbreaking concepts into daily project.
- **Involved in establishing the online department**, I've helped with the launch of the agency's first digital projects, paving the way for innovative client experiences.

Full Stack Designer

matejtoman.com

2006 – Present / With almost two decades of experience working with major local and global clients, I am a highly talented and experienced full-scope designer. Known for my exceptional designs, I bring creativity, attention to detail, and adaptability to every project. Collaborating closely with clients, I transform their visions into breathtaking designs that resonate with their target audience. If you're seeking to elevate your brand and make a lasting impact, I have the expertise to deliver outstanding results.

2018

PVA Grand Prix for Best Product & Best Expo / **Pet Farm Family**

2017

PVA Honourable Mention for Great Product / **Pet Farm Family**

2016

PVA Grand Prix for Best Product / **Pet Farm Family**

2011

Festival of Media / Swiss / Highly Commended Campaign T-com / **Zaraguza**

2011

Golden Nail / SK / Gold - PF 2011 / **Zaraguza**

2011

TOP 10 SK Art Directors
Selected among best art directors

2011

Telekom Media Awards / DE / Best use of social media T-com / **Zaraguza**,
Grand Prix T-com / **Zaraguza**

2010

Golden Nail / SK / Gold - Online Campaign Union Insurance / **Leo Burnett**

2010

Midas Awards / USA / Gold - Online Campaign Union Insurance / **Leo Burnett**