# Jan Urbanek

I am a UX / UI product designer and design leader based in Stockholm, currently part of the talented team at Qasa. I have a Master's degree in Interaction Design and over 5 years of direct product design experience, paired with additional experience in other tech roles, development and art. I am passionate about design, art, digital products, strong brands and people.

I strive to create simple, beautiful, and effective solutions that serve both user needs and business goals. I find it incredibly rewarding to dive deep into the intricacies of complex digital consumer products and to play a role in every aspect of the design process. My passion for bold and effective branding stems from a belief that it is a vital component of successful product design. I approach brand exploration from a product design perspective, seeking to ensure that every element of a product aligns with the brand's vision and values.
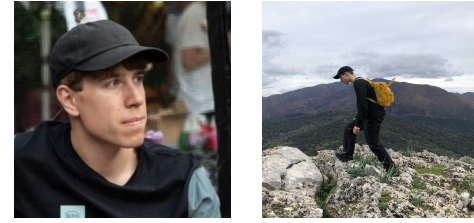
Work

2021 – Ongoing
Head of Design and Product Designer / Qasa

As the first designer to join Qasa, I was thrilled to be part of a small startup with big plans to become Europe's largest rental platform. I recruited and led a team of three designers, and mentored a non-designer to become a skilled product designer. My work thus far has focused on three main areas: designing features to find the perfect product-market fit, building a design system to enable designers and developers to create nice holistic designs, and continuously improving the product's beauty and usability.

2019 – 2021
Product designer (UX / UI) / Dustin

Dustin is the leading seller of IT-products and additional services in the Nordics. I initiated and led the creation of Dustin's first atomic design system as the leader of the design systems team. I collaborated with the esteemed design agency Kurppa Hosk, where I played a key role in crafting and bringing Dustin's new brand identity to the web. I also worked in the discovery-team, where I revamped the product page, resulting in a 20% boost in high-margin accessory sales.

2019 – 2021
Game Designer and Developer / Independent, part-time

I had been making small games from time to time, and wanted to create a more immersive 3D experience. I developed Splash on evenings and weekends, just for fun, learning the ins and outs of game development - from design to coding, 3D modeling, animation and sound design. All of the game's assets, animations and code were created by me in Unity, Blender and C#. Splash was released on Steam in 2018 and has over 4.000 downloads.

2014 – 2016
UX Designer and QA / Volvo Cars

At Volvo Cars, I got to do a little bit of everything. I collaborated with design agency Mobiento on the design of the Volvo On Call app, I acted as release manager, I led worldwide QA activities for the app and I developed automated tests in Python. This gave me a thorough understanding of all aspects of product development and a sense of clarity of where to go next - design.

2011 – 2014
UX Designer and Tester / Boss Media

Boss Media, a games company, was about to initiate the development of their first native mobile game - and I got the opportunity to work on the UX design. This experience gave me a foundational understanding of the principles of the classic UX design process. I designed and tested Svenska Spel's first native mobile game - iPad Poker.

2008 – 2010
Graphic Content Creator / Hyperspin, part-time

I created digital assets for the retro gaming frontend Hyperspin. The work involved retouching and recreating vintage game artwork and covers, and coding them into beautifully themed layouts. The work was unpaid, but it was a chance for me to immerse myself in the Adobe Suite, and I found it to be a chill way to unwind and relax.

Education

2017 – 2019
M.S. Interaction Design and Technologies
Chalmers University

2016 – 2017
Fine Arts
Gothenburg School of Art

2008 – 2011
B.S. Systems Science
Linneaus University

Some of my skills

Tools
Figma
Adobe suite
Blender
Unity

Programming
C#
HTML, CSS, JS
PHP, SQL

Languages
Swedish
English
German
Czech

Check out my portfolio at www.janurbanek.io, email me at hello@janurbanek.io or connect with me on LinkedIn at linkedin.com/in/urbanekjan.