



Petr Hlubina.

Senior Product Designer · UX/UI Generalist

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Senior product designer with **13+ years** shipping UX and UI for startups and scale-ups — from Groupon to fintech. I work UX and UI as one flow: research, design, ship. I care about products that get used, not just ones that look good in Figma.

EXPERIENCE

Firefish / Product Designer

Jan 2025 — Jan 2026

Fintech startup — P2P loans collateralized by bitcoin

- Refined the end-to-end product CX, from filling in missing states across the BTC-backed loan journey to reviewing every communication touchpoint along the way
- Redesigned the loan request form for clearer presentation of currencies, loan variants, and durations — reducing friction at the entry point of the product
- Designed the e-wallet experience for managing collateral and loan positions
- Optimized the marketing site in Framer for clarity and conversion

Groupon / Senior Product Designer

Mar 2024 — Dec 2024

Gifting team — global e-commerce platform

- Part of the Gifting team responsible for the full gift voucher CX across all platforms — new UI, legacy web, and mobile apps
- Designed flows for voucher redemption, refunds, and conversion to credits — bringing consistency to a fragmented experience
- Prepared designs for seasonal campaigns (Christmas and other key moments in the year)
- Reviewed and signed off on engineering output from the remote dev team in India

Enrian Partners / Senior UX Designer ·

Feb 2021 — May 2023

Design Lead

SIA (Strategy in Action) — SaaS platform for strategic execution

- Design lead within a 20+ developer team, mentoring junior designers while owning the design direction of the product
- Ran the full design process — from shaping the brief, through design exploration, to accepting dev output and presenting to the client
- Delivered continuously in 2-month cycles for two years, balancing roadmap pace with design quality

SatisMeter / Product Design & Management

Sep 2018 — Sep 2020

SaaS — NPS & customer feedback platform

- First designer on the team — owned product strategy and design direction, and signed off on engineering output
- Primary goal: improve first-time user experience and lift the share of users who actually got to try the product
- Led the visual redesign, redesigned the dashboards, and shaped the weekly data email reports — the product's main retention surface

Freelance / Independent

2008 — Present

Parallel track alongside in-house roles — UX/UI and product design for startups and small teams

EARLIER EXPERIENCE

Foccus Design · Product Designer

2018 — 2019

Kontakt · Product Manager

2018

MyStay · Product Owner

2016 — 2017

Pickaseat.co · Co-founder & UX Designer

2014 — 2015

PORTFOLIO

bit.ly/42Yw7pL

3 case studies

SKILLS

Design

Product design, UX/UI, interaction design, design systems, prototyping

Discovery

User research, user interviews, workshop facilitation, value propositions

Tools

Figma, Framer, Notion, Linear, Miro

Ways of Working

Product strategy, roadmap planning, design ownership end-to-end, dev handover & review

EDUCATION

Masaryk University, Brno

Bachelor's degree, Information Technology
2009 — 2014

Hanzehogeschool Groningen

Erasmus, IT Management
2012 — 2013

Semestr Mimoškolu

Hackademic, User Experience
2014

LANGUAGES

Czech NATIVE

Slovak FLUENT

English PROFESSIONAL

German LIMITED

RECOGNITION

Winner — Startup Weekend Žilina, Slovakia