

Aleš Brom, MSc

SENIOR UX CONSULTANT

UX strategist with over 15 years of experience in digital product design. I don't just design "screens" — I find the real essence of the problem. My work connects business goals with user needs through research, functional prototypes, and usability testing.

PROFESSIONAL EXPERIENCE

Independent Senior UX Consultant 2009 — Present

End-to-end UX services for major enterprise clients in banking, telecommunications, logistics, and e-commerce. Leading the design process from research to developer handoff.

- Strategic Leadership:** Transitioned from individual contributor to coordinating design efforts across analysts, product managers, and development teams.
- Complex Systems:** Specializing in simplifying complex workflows for internal tools and B2B platforms.
- Delivery:** Creating high-fidelity wireframes and interactive prototypes (Figma/Axure) that serve as detailed specifications for development.
- Optimization:** Increased conversion by 300+% for People in Need (charity).

Wüstenrot

ČSOB

ČS Pension Fund

T-Mobile

ING

Tipstort

PROJECT HIGHLIGHTS

Banking & FinTech

- Redesigned key onboarding processes for **Wüstenrot**, significantly reducing drop-off rates.
- Complete redesign of the information system for **ČS Pension Fund**.

Logistics

- UX design for **Metrans** information system. Reduced error rate by tens of percent, saving 100+ MDs/year.

ales.brom@gmail.com

+420 602 655 775

alesbrom.cz

EXPERTISE

UX Research & Strategy
Information Architecture
Complex B2B Systems
Rapid Prototyping
Usability Testing
Design Systems

TOOLS

Figma

Axure RP

Miro

HTML/CSS

Google Analytics

LANGUAGES

English (C1 - Advanced)

Czech (Native)

Spanish (B1)

EDUCATION

Information Systems

Czech Univ. of Life Sciences

1995 — 2001