

Petr Sahula — Product Designer

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Prague, Czech Republic

A Product Designer with 10+ years of experience building consumer and enterprise products end-to-end. A design system architect who builds design systems from scratch and maintains them at scale. A cross-functional collaborator who works effectively with product managers, engineers, and stakeholders. Proficient in AI-native workflows, utilizing large language models daily for prototyping, research synthesis, and design system governance. Technical background in frontend development means cleaner handoffs and more realistic designs. Psychology degree informing information architecture and cognitive load optimization. User research experience across multiple projects.

PROFESSIONAL EXPERIENCE

Independent Product Designer

Mar 2026 - Present

Freelance product design practice — currently seeking full-time opportunities

- **Delivered** product design, design systems, and UI/UX for client projects

Product Designer, Pixelfield

Nov 2023 - Feb 2026

Fast-paced agency environment, 20+ clients across health, social, gaming, finance, and ecommerce industries

- **Shipped** apps and websites for startups and established companies across multiple verticals
- **Managed** multiple concurrent projects, adapting quickly to different domains and stages
- **Mentored** junior team members on design system adoption, frontend implementation, and UX research methods
- **Collaborated** cross-functionally with product managers, developers, and clients throughout project lifecycles

Key project: Můj Luxor App (Euromedia — Major Czech Bookseller)

- **Achieved** 4.7 stars with 972 ratings, #1 top free app in Books category
- **Drove** significant revenue stream for established bookseller through design
- **Architected** and maintained a full design system — component library, governance patterns, layout standards, and documentation used across the product
- **Planned** and conducted 2 rounds of usability testing with real users, synthesizing findings into actionable design iterations
- **Designed** complete reading experience: browse/shop, audio player, checkout, membership system
- **Delivered** pixel-perfect UI design with strong attention to typography, layout, and visual hierarchy

Product Manager → Product Designer, GoOut

Mar 2019 - Nov 2023

Event Discovery Platform — Multiple roles through company scaling

- **Evolved** through multiple roles as company scaled: Frontend Developer → Product Manager → Product Designer
- **Created** first product roadmap as sole Product Manager in post-covid restructuring
- **Researched** user behavior and market dynamics through interviews and data analysis
- **Conducted** user research and interviews to inform product decisions during PM tenure
- **Adapted** to shifting priorities and resource constraints in startup environment

UI Designer / Frontend Developer, Sentica s.r.o

Jan 2021 - Feb 2022

(concurrent with GoOut)

Enterprise Knowledge Management for Banking — First External Contractor

- **Combined** design and frontend development responsibilities for knowledge management platform used by major banks (*separate enterprise contract alongside GoOut role*)
- **Joined** at 3-person stage, contributed through growth to 15+ people
- **Delivered** end-to-end in resource-constrained early-stage environment

UI Developer → Designer, BerryCloud

May 2016 - Feb 2019

UK-based Health Tech Startup — B2B Enterprise Clients

- **Advanced** from Junior to project leadership over tenure
- **Gathered** requirements directly from US enterprise clients including UPMC (one of largest US health systems)
- **Conducted** user interviews and usability testing with healthcare professionals on-site
- **Translated** complex compliance and regulatory requirements into intuitive interfaces

CORE STRENGTHS

Design System Architecture & Technical Fluency

- **Built** design systems from scratch (Můj Luxor) and scaled them across long-lived products — component libraries, governance, layout patterns, and documentation
- **Applied** frontend background (React, Vue.js) to understand implementation constraints, reduce iteration cycles, and minimize handoff friction
- **Prototyped** across fidelity spectrum in Figma, Framer (shipped production websites), and Rive (motion design)

Research & Problem Solving

- **Planned** and conducted user research across multiple projects — usability testing at Můj Luxor (2 rounds), user interviews at BerryCloud with healthcare professionals, and user research at GoOut during PM tenure
- **Applied** psychology degree (cognitive psychology, executive functions, perception, memory) to inform design reasoning and information architecture
- **Solved** complex design challenges by balancing user needs, business goals, and technical constraints; mediated between design intent and implementation realities

Cross-Functional & Startup Adaptability

- **Collaborated** effectively with product managers, engineers, and stakeholders across every project; communicated design rationale clearly
- **Navigated** company sizes from 3-person startup to 15+ person scale-up; product management experience means thinking beyond screens to business outcomes
- **Adopted** AI-augmented workflows daily — prototyping with AI before Figma, research synthesis, design system governance

SKILLS

Design: Figma, Framer, Rive, FigJam, Sketch, Prototyping, Wireframing, Mockups, Interactive Prototypes, Design QA **Design Systems:** Component architecture, Pattern libraries, Governance documentation, MUI, Design tokens, Accessibility standards **Research:** User research, Usability testing, User interviews, Research synthesis, Heuristic evaluation **Frontend:** React, Vue.js, Nuxt.js, Tailwind, CSS-in-JS, CSS Modules, Responsive design **Process:** Agile/Scrum, Cross-functional collaboration, Design reviews, Stakeholder management **Languages:** Czech (native), English (professional fluency)

EDUCATION

Charles University

Jan 2010 - Dec 2014

Bachelor's Degree in Psychology — General psychology with focus on cognitive psychology. Thesis on Executive Functions. Coursework in perception, memory, and decision-making.