

# Jan Svaty | Designer

## Contacts

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## Professional profile

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I am a user-centred designer with a Master's degree in User Experience Design and over 10 years of experience delivering digital products and services for brands including Hilton, Sharesies, Stake, and the New Zealand Government. My work spans UX and learning design, including development of AI learning modules adopted across four government organisations and accessible digital solutions serving thousands of users internationally.

## Expertise

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Product design & strategy | learning design | user research | usability testing | stakeholder & client engagement | cross-functional collaboration | design systems | agentic AI | | workshop facilitation

## Experience

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### Instructional Designer

New Zealand Customs Service | November 2022 - present

I design and develop inclusive, accessible learning experiences and digital solutions for the New Zealand Customs Service, applying double-diamond and ADDIE methodologies across the full design lifecycle.

- Developed AI learning modules adopted by four government organisations, serving 10,000+ staff.
- Leading UX and AI initiatives as the sole internal design resource, providing strategic direction on user-centred design across the organisation.
- Conduct user research, facilitate design workshops and perform usability testing to validate solutions.
- Support application development for the Joint Border Analytics team during weekly secondments.

### Product Designer (*internship*)

Sharesies | April 2022 - July 2022

- As part of my Capstone project for my Master's degree, I created an interactive investing course that transformed complex financial concepts into intuitive experiences for beginner investors.

### Product Designer (*freelance*)

Various clients | July 2021 - April 2022

- **Stake:** Built design system and component library that standardised UI patterns and accelerated product delivery for 750,000-user platform.

- **Wellington City Council:** Redesigned complex food truck licensing application through user research and system analysis, simplifying requirements and reducing barriers for new vendors.
- **Wellington Boardriders Club:** Designed a surfboard-shaped educational sign addressing surfing etiquette gaps and improving water safety.
- **Impact Investing Network:** Redesigned the network's website to align it with current organisational and user needs. The team achieved this through client engagement, user research, and website audit.

## Guest Services Manager

DoubleTree by Hilton | February 2020 - May 2021

- Led an 8-person front-office team while implementing digital solutions (carpark booking systems, training materials) that laid the foundation for a career in design.

## Porter → Concierge → Concierge supervisor

Sofitel & Bolton Hotel | May 2015 to January 2020

- As an award-winning concierge (Derek Fenn Award, 2019), I created a guest loyalty programme and developed customer service processes that support front office and concierge operations to this day.

## IT Specialist

Boxed s.r.o., Prague, Czech Republic | January 2013 to April 2015

- Deployed educational technology across schools around Czech Republic, gaining early experience in client engagement and user needs and technical implementation before relocating to New Zealand.

## Education & certificates

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### Master of User Experience Design

Victoria University of Wellington | graduated: July 2022

### Postgraduate certificate in IT

University of Auckland | June 2026 (ongoing)

## Skills

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Figma | Adobe Creative Suite | prototyping | user research | usability testing | user journey mapping | photography, video and audio editing | AI | LMS (Totara) | Front-end web development (React.js)

## Volunteering

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### Humanitarian Designers

October 2023 - present

### Design mentoring

February 2023 - present

## Awards

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### Inaugural Derek Fenn Award

Bolton Hotel | May 2019

## References

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Available upon request