Matěj Káninský

UX & Design Consulting and Leadership

I'm an **award-winning experience design leader** with **15+ years of experience** in UX design, user research, service design and art direction. I've **built and led successful teams** (40+ UXers in the largest design team I've led), **got top management's buy-in** to support and finance customer-centred initiatives (millions of € approved), **made design operations leaner** and more effective, **created product visions and made them a reality**, and **connected design with the rest of the organisation** to benefit the end customer and the business. I'm passionate about helping individuals, teams and organisations grow.

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in linkedin.com/in/matejkaninsky
📍 Prague, CZ, EU
🌐 remote work globally

Experience

UX & Design Consulting and Leadership
Self-employed (matejkaninsky.com), Prague, CZ, EU
2022 – now
Being it a team restructure, design system creation, process optimisation, stakeholder buy-in, product vision, or mentoring, I help clients to get the most value out of UX & Design.

Head of UX & Digital Design
ŠKODA AUTO (Volkswagen Group), Prague, CZ, EU
2020 – 2021
Restructured and led a large UX & Design team working across web, mobile and in-car HMI. Responsible for leadership, strategy and management. Increased organisational UX maturity, removed internal silos, established DesignOps and UX Research units. Secured budgets and design capacities, hired new team members, organised tenders. Mentored and coached the team. Outcomes: efficient and collaborative culture, enablers for future growth ready, our approach a blueprint for the entire VW Group.

UX & Design Lead
ŠKODA AUTO (Volkswagen Group), Prague, CZ, EU
2018 – 2020
Established a modern UX and UI practice, got stakeholder buy-in to implement agile and user-centred ways of working, led the creation of an internal HMI vision, connected the design team with the rest of the organisation and other VW Group brands, mentored junior and midweight team members.

UX & Design Lead
BBC, London, UK
2017 – 2018
Led a team of designers working on BBC iPlayer (web). Responsible for UX strategy, stakeholder management, discovery, process optimisation, and the actual design work. Co-led the initiative to build a culture of experimentation and rapid innovation. Championed OKR methodology. Mentored junior and midweight team members. Outcomes: KPIs improved, design work on time, brand perception lifted, continuous UX research established, A/B testing rate multiplied.

UX Designer
Which? Consumer Association, London, UK
2015 – 2016
Led UX on multiple large-scale, large-impact projects. Redesigned Which? Money vertical and the user account section, established a design system, and increased sign-up rates by 13%.

UX & UI Consultant and Designer
Freelance, Prague, CZ, EU
2002 – 2015
Worked with a variety of clients ranging from individuals to startups to global corporations. Web design, conversion rate optimisation, trainings. Top clients: PwC (6 years), O2, ABSL.

Education

MSc Human-Computer Interaction
University College London (UCL)
2016-2017, London, UK

MSc Process Engineering, Economics and Management
University of Chemistry and Technology
2009-2012, Prague, CZ, EU

BSc Process Engineering, Informatics and Management
University of Chemistry and Technology
2006-2009, Prague, CZ, EU

Awards

Red Dot Award 2021, winner, Best of the Best
Red Dot Award 2021, winner, Interface Design
Ulf Aberg Award 2018, runner-up
UX UK Award 2017, winner

Certifications

UX management, Nielsen Norman Group
Professional Scrum Master I, Scrum.org

Volunteering

UX & Design mentor
UCL mentor

Languages

English (full professional proficiency, C2)
Czech (native), **Slovak** (bilingual)
French (limited working proficiency, A2)

More about me

#hiking #dogTraining #guitarAndMusic #kettlebellsAndYoga #fujiPhotography #filterCoffee #whiteboards #books