

# Filip Rojík



30. 12. 1992  
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Hello, I'm 25 year-old open-minded person who wants to become a part of Škoda team that focuses on problem solving. I studied photography at high school and then continued at Film Academy in Prague as a film editor. Beside that I have been greatly involved in UX and UI designing as a freelancer. All this knowledge helps me interact with people through the most used forms

2013 – 2016 / Editing Department  
Film and TV School of the Academy of Performing Arts in Prague

2012 – Present / Self-Employed  
Webdesign (UI/UX), Photography, Film

2008 – 2012 / Photography Department  
Secondary School of Applied Art in Carls Bad

Adobe Photoshop, Illustrator, InDesign, Final Cut Pro X  
HTML, CSS, JS, PHP, SWIFT

of media. Making thing easily understandable to everyone is the idea that unifies all my work. I believe that in the automotive industry there are great possibilities to come up with new solutions, especially in HMI.

Feel free to explore my portfolio on the following pages.

# PORTFOLIO

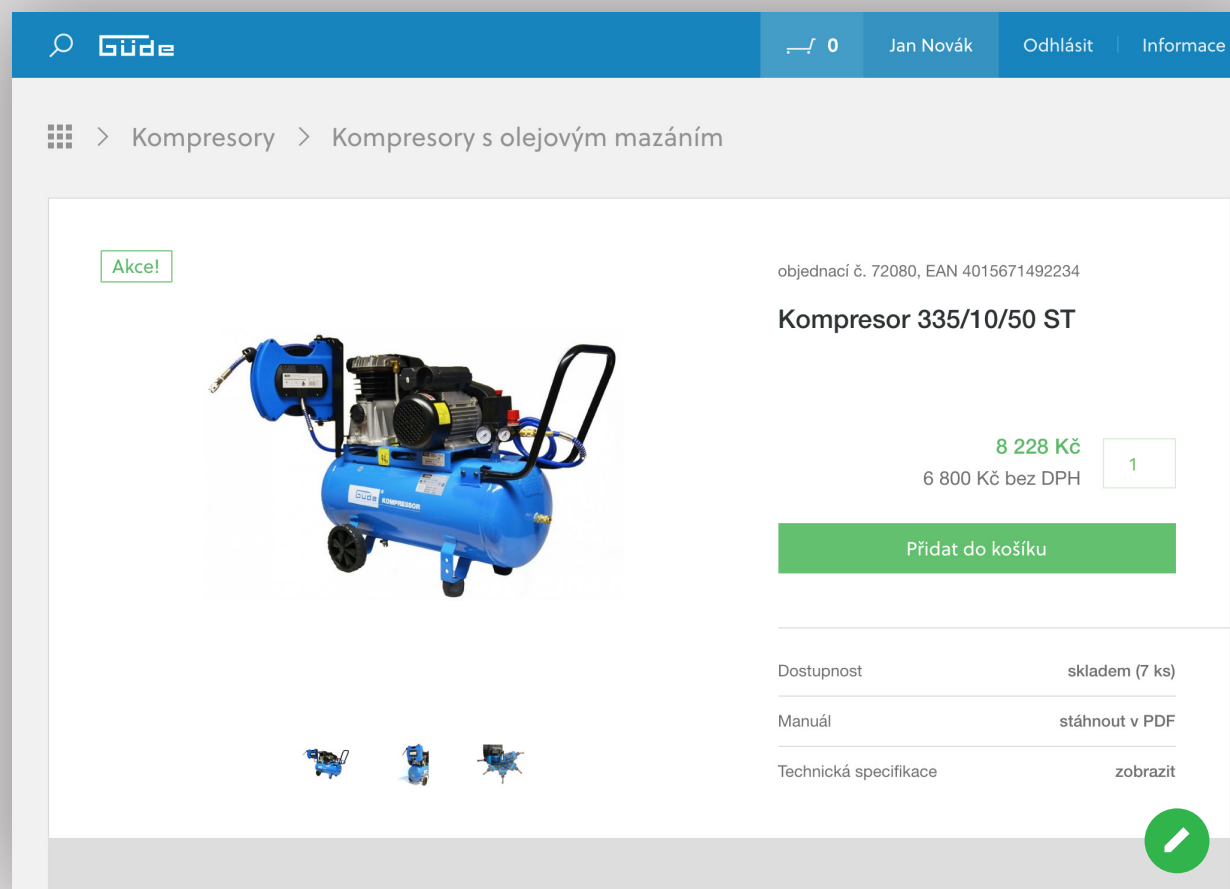
# GÜDE Czech republic

This B2B e-commerce website was created from scratch for the Czech distributor of tools and machines GÜDE. My goal was to create truly intuitive system which doesn't need a user manual.

## + Easy Editing

Every object is editable live on the site. You can try a non-public version yourself:

g.bavimeto.cz



pizzamammamia.cz

DESIGN CODING PHOTOGRAPHY

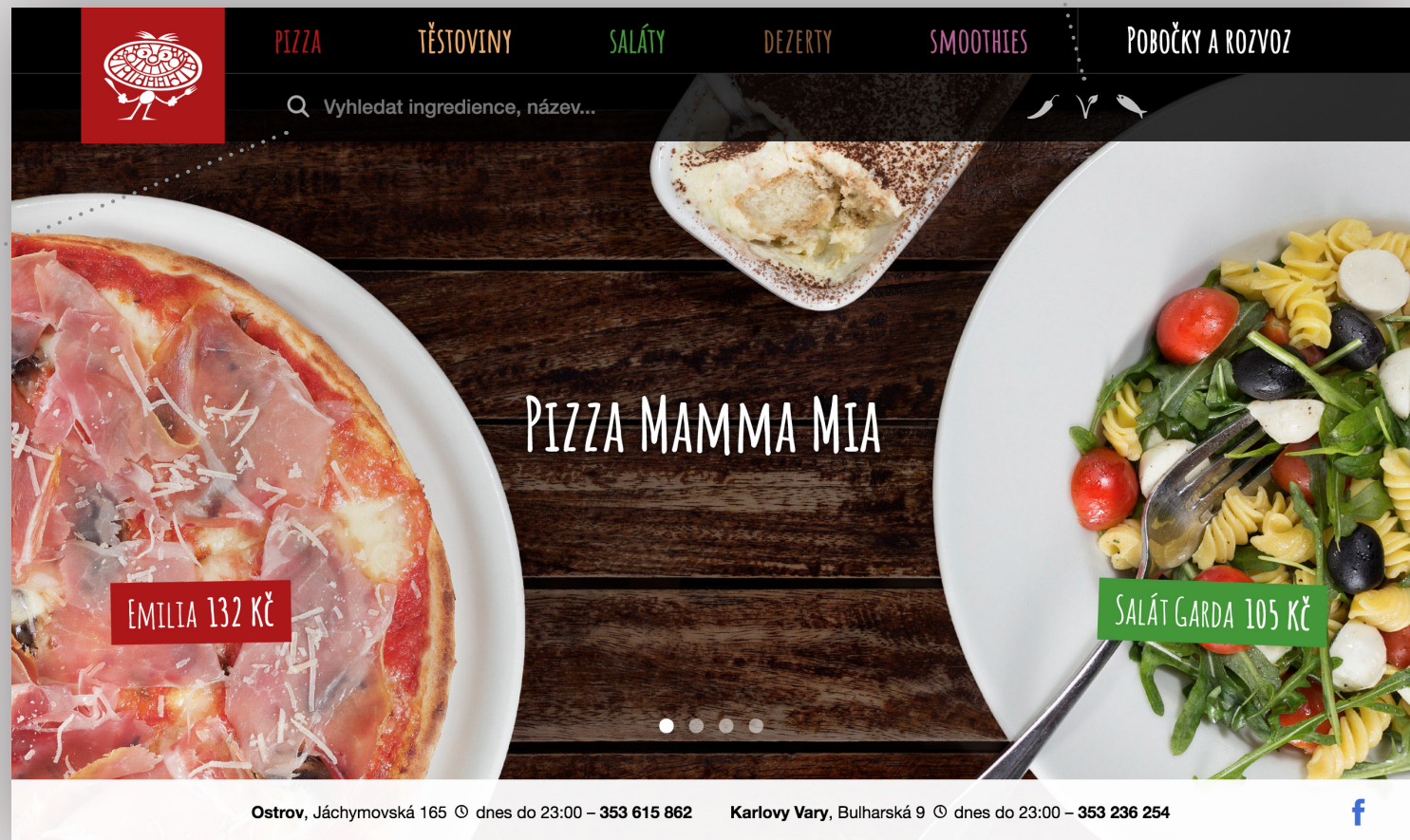
# Pizza Mamma Mia

The restaurant offers over 100 pizzas so it's easier for the customers to search for their favorite ingredients.

## Smart Search

It can also handle specialities:  
**hot**, **vegetarian**, **seafood**.

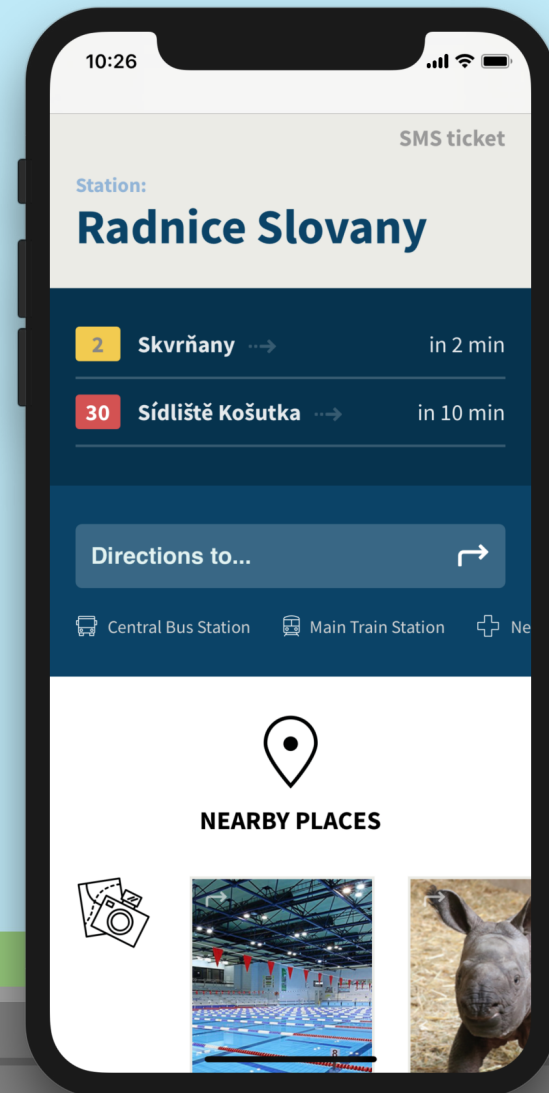
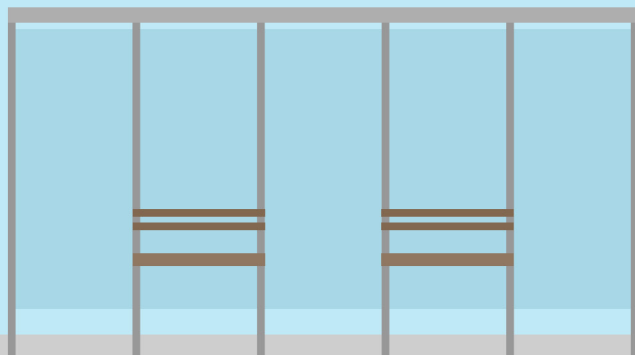
Try searching: "ananas".



# Smart Directions

Smart bus stop can provide passengers with useful information about arrivals as well as tourist attractions. This prototype won the first place in

a hackaton in Prague. I contributed to the project with UX/UI designing and coding. The test application is coming to Pilsen and hopefully to hospitals.



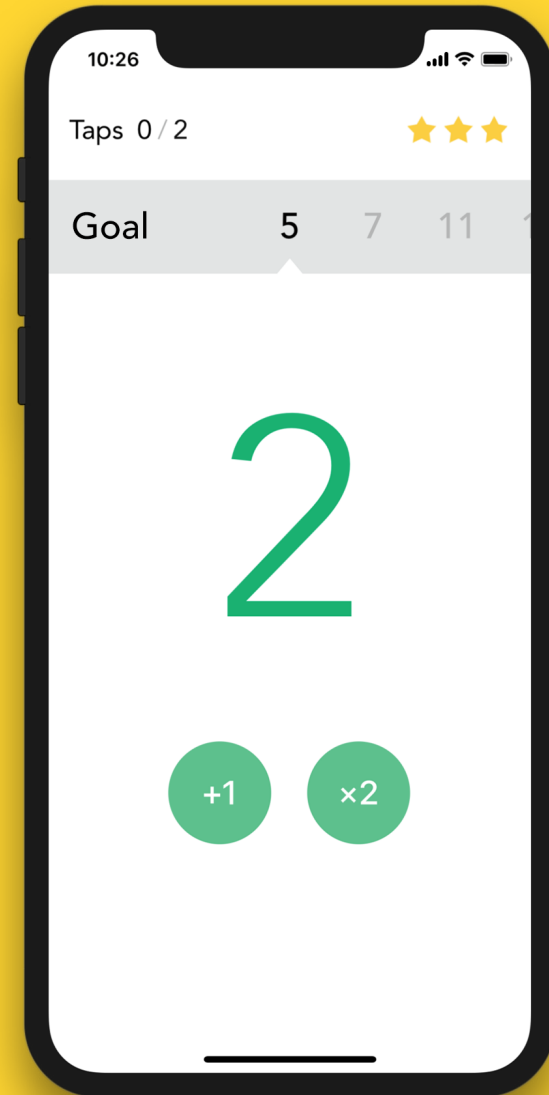


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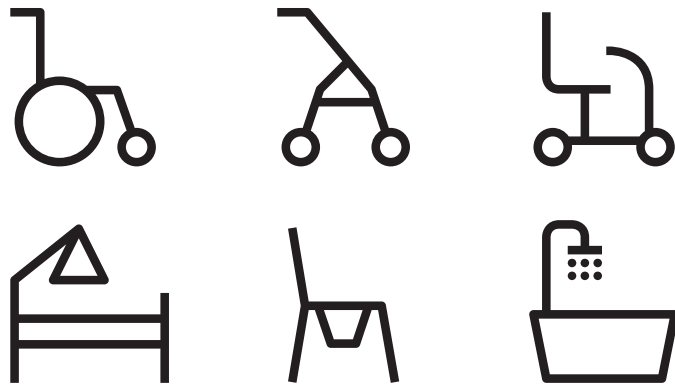
The iOS game was developed as a part of my self-study of Swift programming language. The challenge of the game is to reach "Goal" number with minimum

taps. The initial number is 2 and the player can multiply the number only by 2 or add 1. You can exercise your brain with prime numbers.

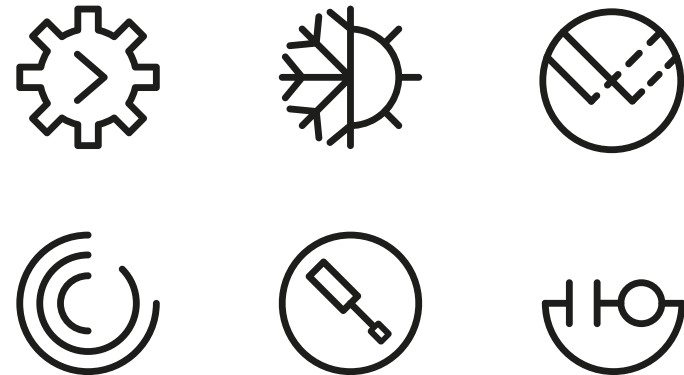
DESIGN PROGRAMMING



# Icons



These icons were created for the navigation on the new Medical Supplies e-commerce website. Their main purpose is to make the user orientation simpler.



The same idea is behind the icons created for a technical company. However, these icons are more abstract and they work as metaphors,

/ Industrial Automatization, HVAC, Thermal Measuring, Visual Management, Installations, PLC Automation /

# Font

a b c d e f g h i j k l m n o p q r s t u v w x y z

The font is based on my handwriting style. It requires only one stroke for each letter – except 4 letters (f, k, t and x). The font looks unusual but is still readably.

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