

Michal Hlavaty

AI Design Architect • Technical UX Lead

(alternative title: Design & Production Lead)

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Twenty years as a designer; the last five have widened that into something broader. Working AI-first, I now take a website, a configurator or a campaign from idea to a working, implementation-ready prototype — structure, design, front-end build, imagery and film included, without waiting on a chain of specialists.

That has turned into a cross-departmental role spanning Marketing, Product and Engineering at an international e-commerce group of acquired brands. The work is conversion-led UX: restructuring pages and product configurators, cutting steps that don't need to exist, correcting the copy that trips people up, and making the whole journey read cleanly — then building it far enough that engineering can ship it.

WHAT I DELIVER

Conversion-led UX and front-end — information architecture, flow simplification, UX writing and design systems, delivered as production-grade HTML prototypes rather than static mockups.

AI media production — campaign and product film and imagery, run as a documented system with locked rules and repeatable quality, not one-off generations.

Cross-brand systems — shared components and patterns across separate shops, markets and platforms, so each brand keeps what makes it distinct while the layer underneath stays consistent.

SELECTED WORK

Design systems — five, maintained. Across the core shops, two product configurators and two group brands. Each extracted from the live estate, corrected and kept current as new patterns land — the homepage card pattern was folded back into the core shops system on completion. What travels is the structure, not just the tokens.

AI media system — published across three markets. Five films and eleven reels on the group's German, UK and US channels: **1.35M YouTube views and 362K Instagram plays** (some placements boosted). One locked asset set per campaign, copy rewritten per market rather than subtitled — the pet memorial campaign ran in three markets inside nine days. Run as a documented production system: model-to-task rules, a running failure log, final assembly in Premiere, generated material treated as raw stock rather than the delivered cut. FlexiArt ran in both cuts and the vertical outperformed the landscape eleven to one, which changed where the format effort goes. Delivered the internal workshop taking the design team through the full workflow.

Universal Configurator — photobook editor UX. In-house replacement for a third-party configurator platform. I owned the UX architecture, the visual design and the product film, and simplified the flow structure early. Rolled out to the German shop and still in active development.

Stampa su Tela — full shop redesign. Homepage, PDP, PLP, gift finder and newsletter capture for the group's Italian shop. Approved and currently being built on Shopify.

Universal product card — cross-shop component. Live tiles made a £4.50 canvas and a £26 acrylic look identical, so customers defaulted to the cheapest. Rebuilt around material-first imagery and a fixed spec line; benchmarked against four category leaders, tested for German string lengths, card height cut by a quarter.

Shopify replatforming — homepage, PLP, PDP. Built and coded the functional prototypes behind the redesign proposal. On the PDP, two passes through the same decisions became one, with live preview and price. Endorsed

at executive level and taken into testing.

ORWO configurator — UX review for an acquired brand. A brand on a different platform asked for a review of their product design flow. Returned a working prototype and a written handover; recommendations were implemented in full and the brand returned for the next phase.

Rapid deployment, published. Photo books page for my-picture.co.uk designed, coded and live in four hours. Corporate sites makeitrealtech.com and thecustomizationgroup.com designed and built. The same workflow produced a full homepage and five navigation pages for a group B2B brand in an afternoon.

EXPERIENCE

The Customization Group (formerly Picanova) — Cologne · Dec 2019 – present

Senior Creative Designer — working across UX, front-end and AI production

UX and front-end for the group's core shops (meinfoto.de, my-picture.co.uk, canvasdiscount.com), UX consultation for acquired brands on separate platforms, and AI image and film for campaign and product work. Current objectives include departmental UX ownership, a centralised guideline system and internal training.

Oman Refreshment Co. (PepsiCo) — Muscat · 2018 – 2019

Creative Graphic Designer. Campaign, packaging and OOH for the PepsiCo portfolio and proprietary brands.

Lidl UK — London · 2007 – 2017

Senior Graphic Designer. Creative direction for the seasonal magazine; led a team producing weekly material for ~850 stores.

Agencies and freelance — Bratislava, Prague · 1999 – 2007

Junior to senior roles across branding, print and studio photography.

TOOLS AND STANDARDS

Design & production: Photoshop, InDesign, Illustrator, Lightroom, Premiere Pro, Figma

AI: Nano Banana Pro, GPT Image 2, Kling, Seedance; Claude and Claude Code for prototyping and build

Front-end: HTML, CSS, JavaScript — prototypes handed to engineering and deployed live

Practice: WCAG 2.2 AA, EU Accessibility Act, design tokens and component systems, A/B testing (VWO), GA4

Languages: English, German, Slovak, Czech

Education: Diploma in Marketing & Economics, Bratislava