

PAVEL
MAŠÍN

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UX/UI Designer focused on **data-heavy systems**, **VOD platforms**, and **scalable product experiences**.

ABOUT ME



USER — EXPERIENCE
DESIGN®

I'm a UX/UI designer who enjoys turning complex ideas into simple, usable experiences. I've worked on both user-facing products and data-heavy platforms for power users, which taught me how to balance business goals with real user needs. I'm especially interested in personalization, design systems, and building products that people genuinely enjoy using.

Outside of work, I'm into sports (both playing and watching), traveling, and anything creative.

TECH STACK & SKILLS

Figma, FigJam, Sketch, Illustrator, Photoshop, Axure, Bitrise, Overflow, AI tools,

UX/UI Design, Interaction Design, Wireframing, Prototyping, Design Systems, Adaptive UI & Personalized UX, Data-heavy Interfaces & Complex Systems, User Flows & Journey Mapping, Information Architecture, Responsive & Cross-platform Design (Web, iOS, Android), TV & Large-screen Interfaces, Accessibility, Usability Testing, A/ B Testing & Data-informed Design, Microinteractions, Developer Handoff, Basics of HTML & CSS

WORK EXPERIENCE

06/2025 — Freelancing

UX/UI Designer across multiple client projects

Working with product teams and companies on UX/UI design across enterprise systems and customer-facing products. My recent work includes online casino back-office applications, enterprise platforms, telecommunications, and white-label VOD solutions. I collaborate closely with product managers and developers, helping teams simplify complex workflows, improve user experience, and deliver scalable design solutions.

06/2025 — 06/2026 — Deutsche Börse Enterprise / Fintech

Main designer for the Compass platform

Led UX/UI design for a complex, data-heavy platform in the investment funds domain and financial data. Designed data-heavy interfaces and workflows for expert users, focusing on clarity, efficiency, and usability in highly complex scenarios. Collaborated closely with product managers and developers to translate business requirements into scalable design solutions, including design systems and consistent interaction patterns.

10/2023 — MOTV (Part-time)

UX/UI Designer – White-label VOD platform

Designing a white-label VOD platform across web, mobile, and TV platforms in a small, agile team with high ownership. Focusing on scalable UX, content discovery, and leveraging native platform patterns to ensure consistency and efficient development.

8/2019 — 12/2024 — Deltatre OTT / VOD Platforms

UX/UI Designer of White-label VOD platform

Designed UX/UI for OTT and VOD platforms across both internal products and client-facing white-label solutions. Worked on large-scale streaming platforms, including DRTV, where I led design efforts for several years across web and TV (tvOS) environments. Focused on content-driven experiences, navigation, and scalable design patterns tailored for different platforms and audiences.

11/2018 — 8/2019 — FTV Prima

Designed user-friendly interfaces for web library and HBBTV app focused on VOD and live content. Collaborated in a small UX team to conduct user research, analyze behavior, prototype, and deliver final designs. Conducted user research and testing to identify needs and expectations. Created wireframes and prototypes to facilitate design iterations.

7/2017 — 11/2018 — ACTUM Digital

Worked on UX/UI design across multiple client projects in a fast-paced agency environment. Contributed to the design process from research and wireframing to final UI, gaining experience across different industries and product types. Built a strong foundation in user-centered design, collaboration, and delivering solutions aligned with both user and business needs.

9/2016 — 7/2017 — Webový servis, Prague

Designed UI and visual assets for e-commerce projects and online marketing campaigns. Worked on a variety of client projects, combining visual design with early UX principles.

9/2015 — 9/2016 — Publicis

Designed visual assets and marketing materials for a range of well-known brands across digital and print. Gained experience working in a fast-paced agency environment with multiple clients and tight deadlines.

EDUCATION

2015 — 2016 — University of Pardubice Faculty of electrical engineering and informatics

Specialization IT

Completed 2 semesters.

2010 — 2014 — Educa Pardubice - Secondary school

Specialization IT and graphic design

Successfully completed with state maturity examination.