



Natália Ešťoková

Senior Product Designer

Contact

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🌐 nataliest.app

📍 Prague, Czechia

Industry Knowledge

Product Design, User Interface, User Experience, Wireframing, Rapid AI Prototyping, Responsive web design, User research & testing, Design research, Competition analysis

Tools & Technologies

Figma, Adobe XD, Photoshop, Illustrator, Zeplin, Google Analytics, Smartlook, Hotjar, Relume, Claude, Lovable, Jira, Confluence, Github...

Languages

Slovak (native)
English (professional)

Professional summary

Product Designer with 7 years of experience across both enterprise and startup environments. Spent 4.5 years at Alza.cz, one of the largest e-commerce platforms in Czechia, growing from small feature work into ownership of large-scale projects like the AlzaPlus+ subscription launch. Later became the sole product designer at Trendin, a SaaS startup, building the entire platform from zero to one. Comfortable adapting between corporate structure and startup speed, with a strong focus on end-to-end ownership of the design process

Experience

Product designer, Trendin

Oct 2023 – Present • 3 yrs • Freelance

- Sole product designer at an influencer marketing SaaS startup, building the platform from zero to one across research, UX/UI, and prototyping.
- Designed the platform's core pillars – influencer database and advanced filtering, campaign analytics, and campaign management – used daily by agencies to run influencer campaigns.
- Built simplified sharing and onboarding flows for brands, clients, and influencers, removing key adoption barriers and directly contributing to agencies winning client business with the platform.

UX & UI designer, Alza.cz

Jul 2019 – Dec 2023 • 4 yrs 6 mos • Full Time

- Transitioned from marketing into product design, growing from small feature work into ownership of large-scale initiatives such as the AlzaPlus+ subscription launch.
- Designed and shipped features across desktop, mobile app, and marketing landing pages for one of Czechia's largest e-commerce platforms, using A/B testing and analytics tools (GA, Smartlook, Hotjar) to validate design decisions.
- Extended product design impact beyond the customer-facing site, designing internal tools including a warehouse management app and in-store screens.

Tourguide & Office Manager, Ecotours.cz

Jan 2015 – May 2017 • 2 yrs 5 mos • Part Time

- Managed communication with international clients and business partners, developing strong interpersonal and customer service skills in a fast-paced environment.
- Led tours for visitors from around the world, strengthening English communication, improvisation and the ability to stay calm and adapt in stressful or unexpected situations
- Coordinated e-bike, e-scooter and Segway tours, including scheduling, logistics and delegation of tasks across the crew to ensure smooth daily operations.

Education & Certifications

Prague University of Economics and Business

Bachelor's degree, Business Administration and Management • 2014 – 2018

SheCodes

SheCodes Responsive • SheCodes Plus • Introduction to Coding

IxDF (currently pursuing)

AI for Designers