

juraj kusy

portfolio: jurajkusy.com

design stories: [linkedin.com/in/juraj-kusy](https://www.linkedin.com/in/juraj-kusy)

2021 – now

Senior Digital Product Designer at T-Mobile

T-Mobile CZ, Digital Tribe
App Engagement & Upsell

 **1+ million**

Customers managing their services in T-Mobile App

 **80%**

Users rating our engagement campaigns 4 or 5 stars

 **+15%**

YoY rise in returning users during my tenure

- Crafting wide range of assets as in-app activations, gamification, websites and innovative campaigns
- Using bold visual principles while maintaining consistency with Telekom Brand Guidelines
- Co-designing new features with Deutsche Telekom launched across 10 countries
- Selected for Telekom Talent Pool & Telekom 30under30 Leadership programs
- Telekom Team Award in Customer Delight category

2020

Master's Degree in Design

Czech Technical University in Prague
Faculty of Architecture, Industrial Design

 **1+1**

Awards and nominations for product design

A-class

Suggested grade by thesis' external examiner Mgr. art. Andrej Dúbravský

 **4**

English – proficient, Italian – intermediate, Czech – proficient, Slovak – native

- Won student award for product design of ceramic lightshades
- Nominated for research of climate anxiety & subsequent product design process
- Featured in Inspiring Slovaks list for Mind – an app concept focused on mental well-being

2018 – 2021

Freelance Designer

 **2**

Risograph artworks now in the Slovak National Gallery

 **Top 3**

Our European Capital of Culture project among 3 best in the country

 **+300%**

More interactions on content during Denník N internship

- Art Direction on the municipal elections campaign for Czech Green Party
- Project Owner in Visual Arts at Nitra2026 – European Capital of Culture candidate city
- Risograph artworks for Čierne Diery now included in Slovak National Gallery
- Digital designer for Prague's CrossAttic creative center, Bullerbyn & Hvězda
- Content Design Internship at Denník N, influential Slovak news outlet

2017 – 2018

Communications & Interior Design at IKEA

- Gap year work experience between Bachelor's and Master's studies
- Implemented digital tools in the workflow of Comm & Design team
- Created attractive visual product presentations for IKEA stores