Lukáš Andel

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UX Strategist helping teams turn complex problems into real outcomes — from discovery to delivery.
I use empathy, structured exploration, and rapid prototyping to help teams navigate ambiguity. Not as a workshop exercise, but as a way of working every day.

UX Designer — Luigi's Box

www.luigisbox.com 2021 – 2026

Slovak SaaS startup focused on product discovery and innovation in e-commerce.

Product Design
Defined and shaped core product services (Conversational Agent, Shopping Assistant, Recommender, Merchandising), including self-service configuration, customization features, and optimization workflows. Consulted with key clients on solution requirements and designed tailored experiences to meet their needs.

Product Discovery
Explored and validated new approaches to increase client CVR and AOV through user research, prototyping, and testing. Validated ideas for new Luigi's Box features and services.

Design Culture & Process
Built awareness of UX maturity across the organization by introducing the Double Diamond process, shifting teams from intuition-based to evidence-driven decision-making through workshops and user research.

Head of UX — Habitable

www.habitable.co 2020 – 2021

Boutique CX studio delivering end-to-end design for financial services and entertainment brands.

Leadership & Delivery
Led a multidisciplinary team of designers and UX designers, owning quality assurance and client delivery for high-profile projects. Combined design thinking with hands-on project leadership to ensure both user value and business outcomes.

Service & Experience Design
Designed end-to-end customer journeys across complex domains including onboarding, payments, account management, and authorization flows. Led brand migration across digital products, ensuring seamless transition for existing customer base. Defined digital signing processes and internal service systems for front-line employees.

Collaboration & Facilitation
Facilitated iterative design workshops with C-level stakeholders and project managers. Collaborated closely with UI designers and cross-functional teams to deliver cohesive product experiences across web, app, and physical touchpoints.

Board Member — SUXA

www.suxa.sk 2020 – Now

Slovak User Experience Association, supporting, educating, and connecting UX professionals across Slovakia.

Community & Strategy
Helped shape the association's direction and visibility. Co-organized World Usability Day Slovakia and community meetups. Provided UX consulting for public sector organizations. Managed communication and social media presence. Built partnerships with companies and industry partners to support the design community.

Lead UX Designer — RIESENIA www.riesenia.com 2013 – 2019

One of Slovakia's leading digital agencies, specializing in e-commerce solutions and marketing strategy.

Leadership & Growth
Started as an individual contributor and grew into leading the design team over 6 years. Owned UX strategy, design quality, and team development across 30+ mid-to-large enterprise e-commerce projects. Built the design team from the ground up — hiring, mentoring, and establishing design processes and review standards.

E-commerce Design
Designed 30+ e-commerce solutions end-to-end — from user research and UX strategy through wireframing to final responsive design. Ran continuous optimization cycles on live products, using data and user feedback to drive iterative improvements.

Brand & Communication
Collaborated on marketing and communication strategies for multiple brands, bridging brand messaging with user experience. Created content for marketing and media campaigns, connecting brand voice with digital touchpoints.

UX Designer & Consultant — Lukáš Andel www.lukasandel.com 2011 – Now

Helping non-profit organisations solve problems using Design Thinking and UX design.

Strategy & Facilitation
Led cross-functional teams in identifying and addressing design challenges. Facilitated workshops and critical conversations to uncover hidden problems and drive innovative solutions. Developed strategic design frameworks aligned with business goals and user needs.

Design & Delivery
Translated strategy into wireframes, prototypes, and testable designs, moving fast from concept to implementation. Designed and iterated on end-to-end user flows, from first sketch to production-ready handoff. Ran rapid prototyping and usability testing to validate ideas before development.

EDUCATION

Bc., Aplikovaná informatika – Univerzita sv. Cyrila a Metoda 2008 – 2011

CERTIFICATES & COURSES

Google: Design Thinking – Creative Skills for Innovation

A&J Smart & Jake Knapp: Design Sprint Masterclass

Mindworx Consumer Psychology School – Key behavioral principles

CERTIFICATES & COURSES

IxDF: Design for a Better World – Don Norman
IxDF: AI for Designers – Ioana Teleanu
IxDF: Accessible and Inclusive Design Patterns – Vitaly Friedman
IxDF: Innovate with Design Thinking: Your Shortcut to Results – Amr Khalifeh
IxDF: How to Create AI Images: On-Brand and Inclusive Photography – Pablo Stanley
IxDF: How to Design for the Human Mind: Cognitive Science for UX – Celia Hodent
IxDF: How to Master the Invisible Work: Tips and Insights to Build a Design Culture – Joyce Lee
IxDF: How to Prototype for Games UX – Om Tandon
IxDF: How to Design the Perfect Search UX – Vitaly Friedman
IxDF: The Importance of Emotional Intelligence in UX – Darren Hood

SUXA Bootcamp: Information architecture
SUXA Bootcamp: Content strategy
SUXA Bootcamp: Prototyping and testing
SUXA Bootcamp: Customer research

SPECIAL UNIQUE SKILLS

- Deep focus on defining and solving problems.
- Collaborating with multidisciplinary teams (dev, marketing, sales, CSMs, etc.).
- Translating complex technological requirements into elegant flows and user interfaces.
- Gaining extensive experience in marketing communication and content creation.

FAVORITE METHODS

- Design Thinking
- Double Diamond
- Service design blueprint
- User Journey mapping
- Five Whys
- Mind Mapping

CLIFTONSTRENGTHS® TOP 10

1. Strategic
2. Futuristic
3. Individualization
4. Relator
5. Focus
6. Intellection
7. Achiever
8. Discipline
9. Significance
10. Analytica

TOOLBOX

Figma
Claude
Miro
NotebookLM
Paper & pencil
Post-its
Chocolate
Google Workspace
Obsidian