Hana Klust

Business & Product Analyst | Digital Product Experience

Prague, Czechia | hana.klust@gmail.com | LinkedIn

Business and product analyst with experience in complex digital projects for ČEZ, Tipsport, Allwyn, and PSN. I help teams understand business and user needs, structure requirements, and create clear briefs.

I developed my analytical practice in product and design roles, working with requirements, user flows, research, prototypes, and testing. I also led the creation and governance of company-wide design systems.

I draw on my design background to connect the wider context with user needs and technical possibilities. I work with stakeholders and developers to build shared understanding, test assumptions, and help teams reach decisions.

PROFESSIONAL EXPERIENCE

May 2024 - Present

UI Designer - SDMK Design

Full-time · Prague, Czechia

UI design, prototyping, and user experience (UX).

April 2023 - April 2024

UI Designer - ČEZ

Full-time · Prague, Czechia

UI design, wireframing, and graphic design.

June 2022 - March 2023

UI / UX Designer - Tipsport

Full-time · Prague Metropolitan Area

Created low- and high-fidelity wireframes and prototypes, and documented UX issues. The role also involved graphic design.

October 2021 - March 2022

Graphic Designer - Valatron

Freelance · Prague, Czechia

Graphic design, UX/UI, and logo design.

January 2019 - July 2021

Sales Specialist for Video & Photography Equipment - FotoŠkoda

Contract · Prague, Czechia

Advised customers on photography and video equipment and supported equipment sales.

EARLIER EXPERIENCE

January 2019 - April 2019

DTP Operator - FotoŠkoda

Contract · Prague, Czechia

Worked on photography post-production and print preparation.

February 2018 - July 2018

Photography, Graphic Design & Video Instructor - Animanie

Contract

Taught photography, graphic design, and video.

February 2018 - June 2018

Photography Instructor - Animanie

Contract · Plzeň, Czechia

Taught advanced photography courses.

January 2018 - April 2022

Multimedia Specialist

Self-employed · Prague, Czechia

Independent multimedia work, including UX/UI and graphic design.

January 2017 - January 2019

TV Animation & Graphic Design - Imm studio

Internship · Prague, Czechia

Created visual design for Nebula broadcast, including print materials and TV animation.

EDUCATION

2018 - 2021

MgA. - New Media

University of West Bohemia, Pilsen

Video production, applied photography, and promotional graphics.

2015 - 2018

BcA. - Applied Photography & Multimedia Production

University of West Bohemia, Pilsen

Activities included video production.

ANALYTICAL & PRODUCT SKILLS

Requirements analysis · Problem discovery · User flows · UX research · Prototyping and solution validation · Workshop facilitation · Product context · Design systems creation & governance

COLLABORATION & THINKING

Analytical and strategic thinking · Systems thinking · Stakeholder collaboration · Cross-functional communication

TESTING & AUTOMATION

Manual testing · Test automation · Process automation

CAREER INTERESTS

Business and product analysis, requirements analysis, and projects connecting business, users, and technology.

CONTINUING LEARNING

Courses in data analysis and business intelligence.