

Portfolio



Illustration: David Böhm

Hi, I am Dominik

UX/UI, WEBSITE AND DIGITAL DESIGNER

I am an independent UX/UI and digital designer creating apps, websites and digital experiences for startups and modern brands.

I focus on clarity, usability and strong visual execution.

Contact

dom.hron@gmail.com



I tried to use a serious portrait here.
Somebody had a different idea.

Whatever. Let's get to the work.



01 Skill Addicts

UX/UI, PRODUCT DESIGN, MOBILE APP

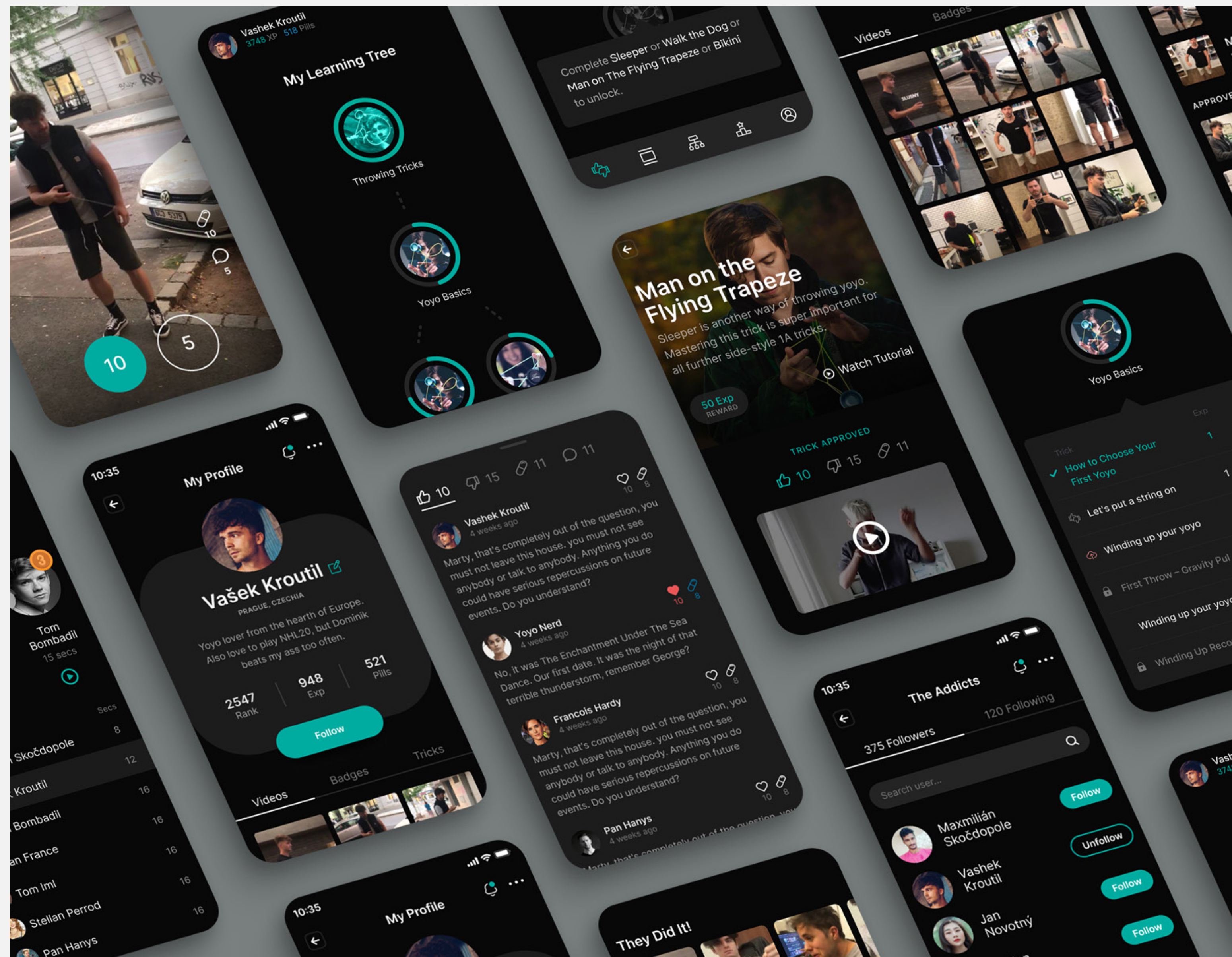
Skill Addicts is a social learning app where users learn real-world tricks through tutorials, video uploads and community validation.

I helped shape the product from early UX concepts into a live platform, defining the learning experience, progression system and overall product structure.

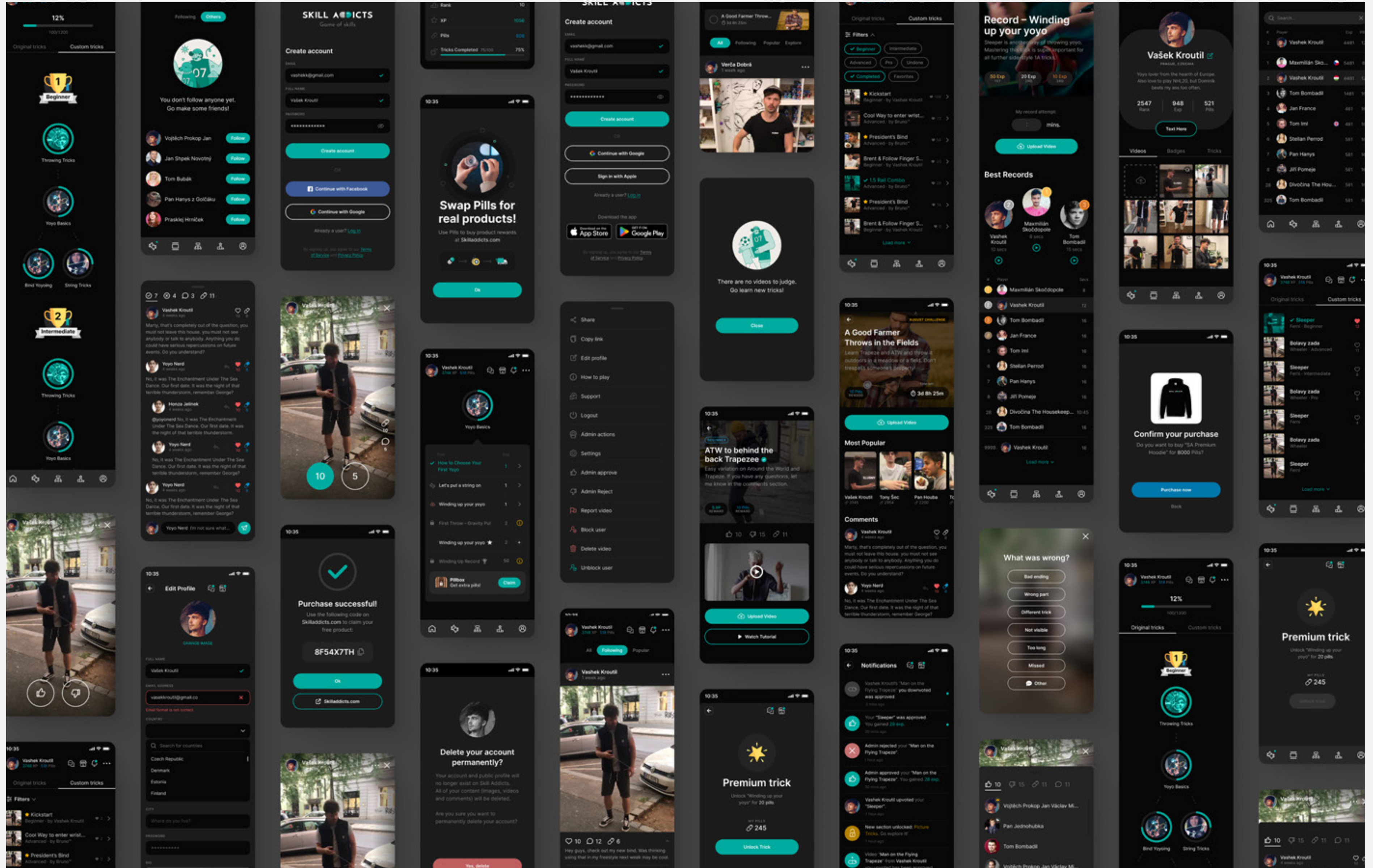
SEE LIVE [➔](#)

* Value created

- Structured the core learning loop and progression system
- Designed key app interactions and scalable UI components
- Simplified uploads, rewards and community validation
- Helped grow the product into a live app with active users and paid memberships

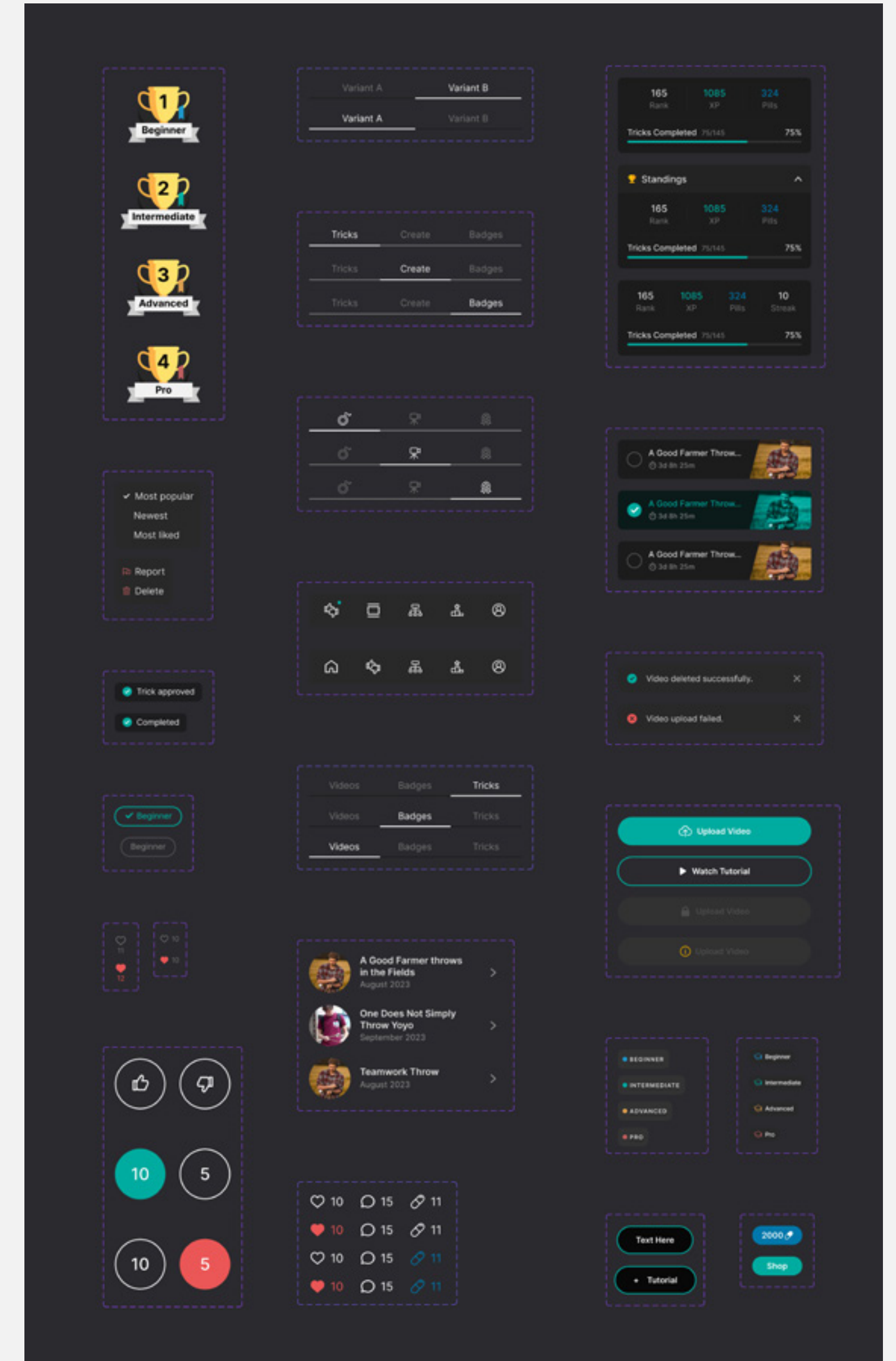
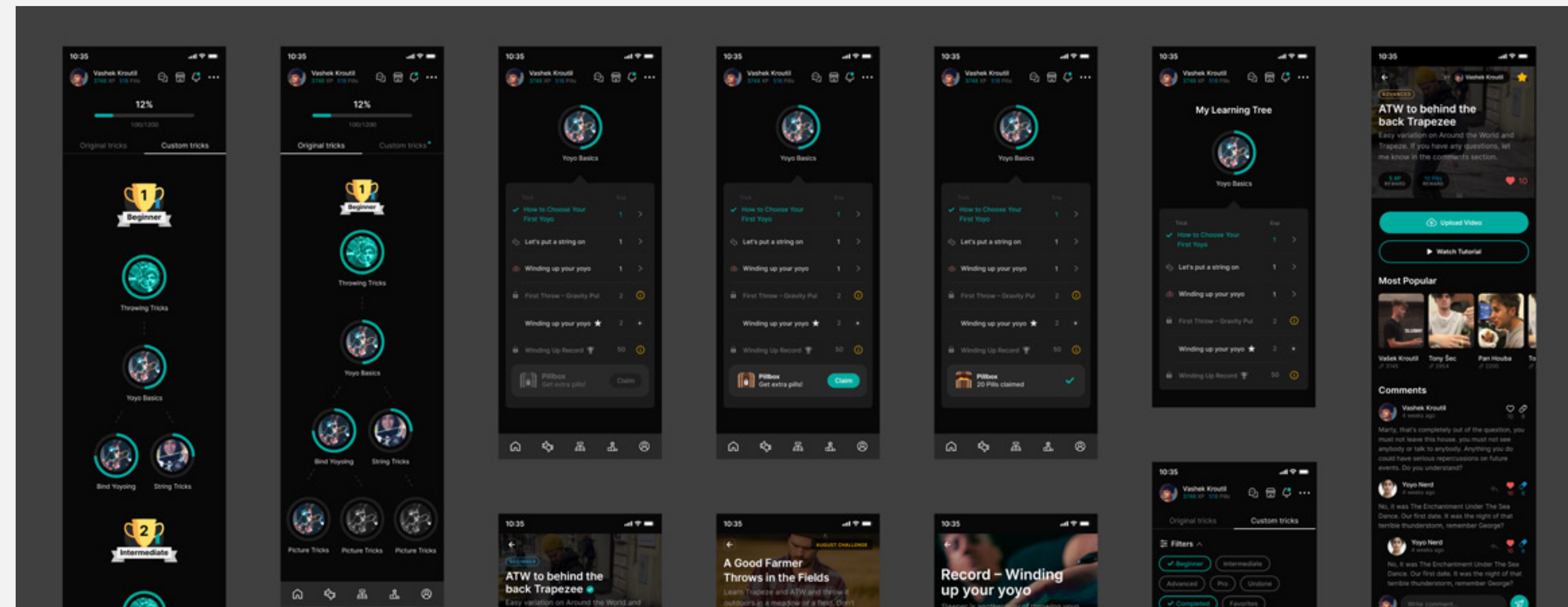


A complete product system covering onboarding, uploads, profiles, rewards, progression and premium features.



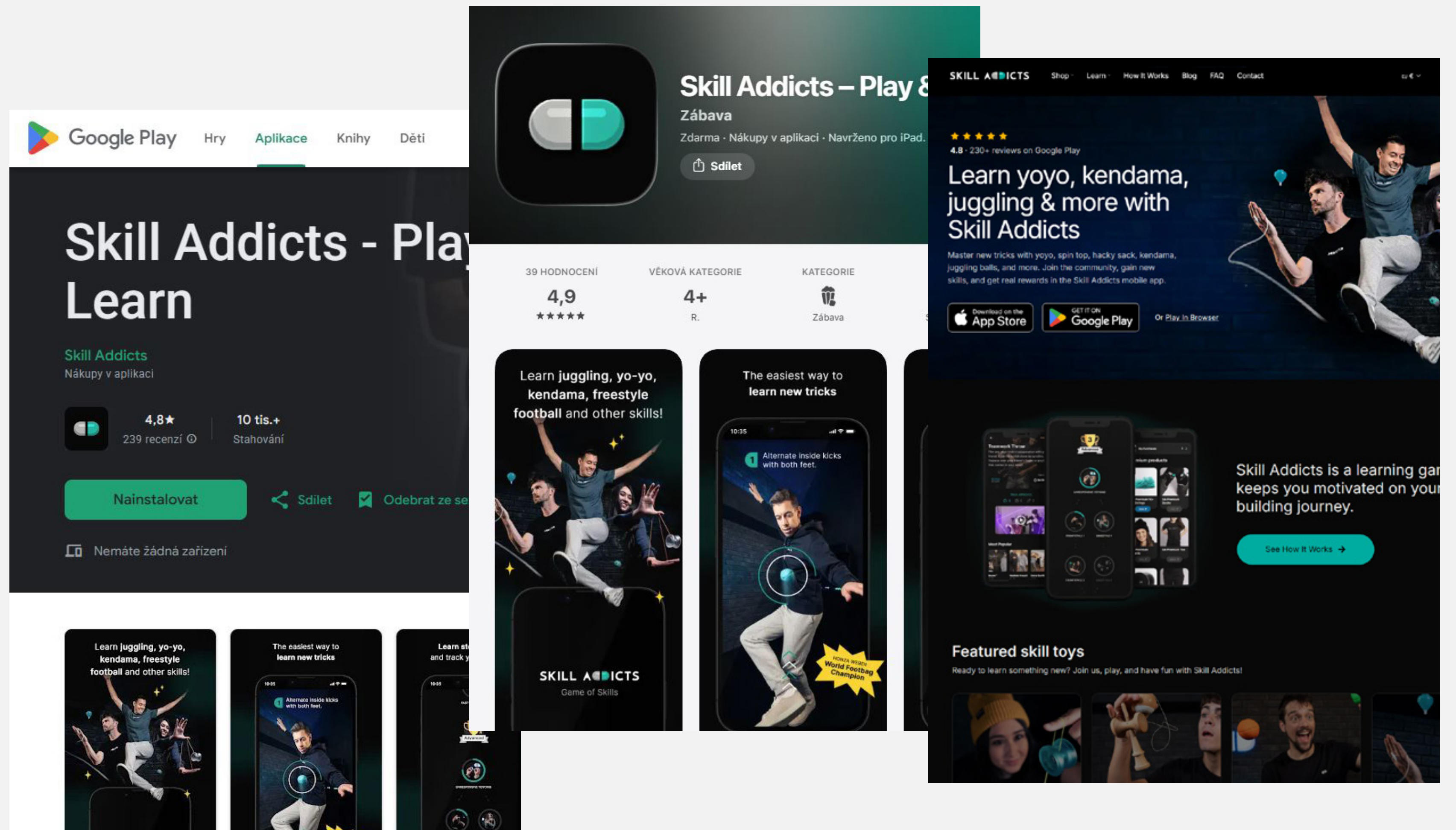
The app turned a complex learning process into something simple: discover a trick, practice it, upload progress and get approved by the community.

I translated that logic into clear interactions, reusable UI patterns and feedback mechanics.



Skill Addicts evolved into a highly active community platform where users learn, compete and share progress through challenges and uploads, eventually growing into a genuine love brand.

The app later expanded through paid memberships, in-app ads and shop features, becoming a sustainable business.





02

Pilsner Urquell Weather App

UX/UI, MOBILE APP, WIDGET DESIGN

Not every product needs to be complex. This concept explored how Pilsner Urquell could turn weather into a small daily brand moment.

I designed the mobile app and widget experience with focus on clarity, quick use and a strong Pilsner feel.

[SEE LIVE ↗](#)

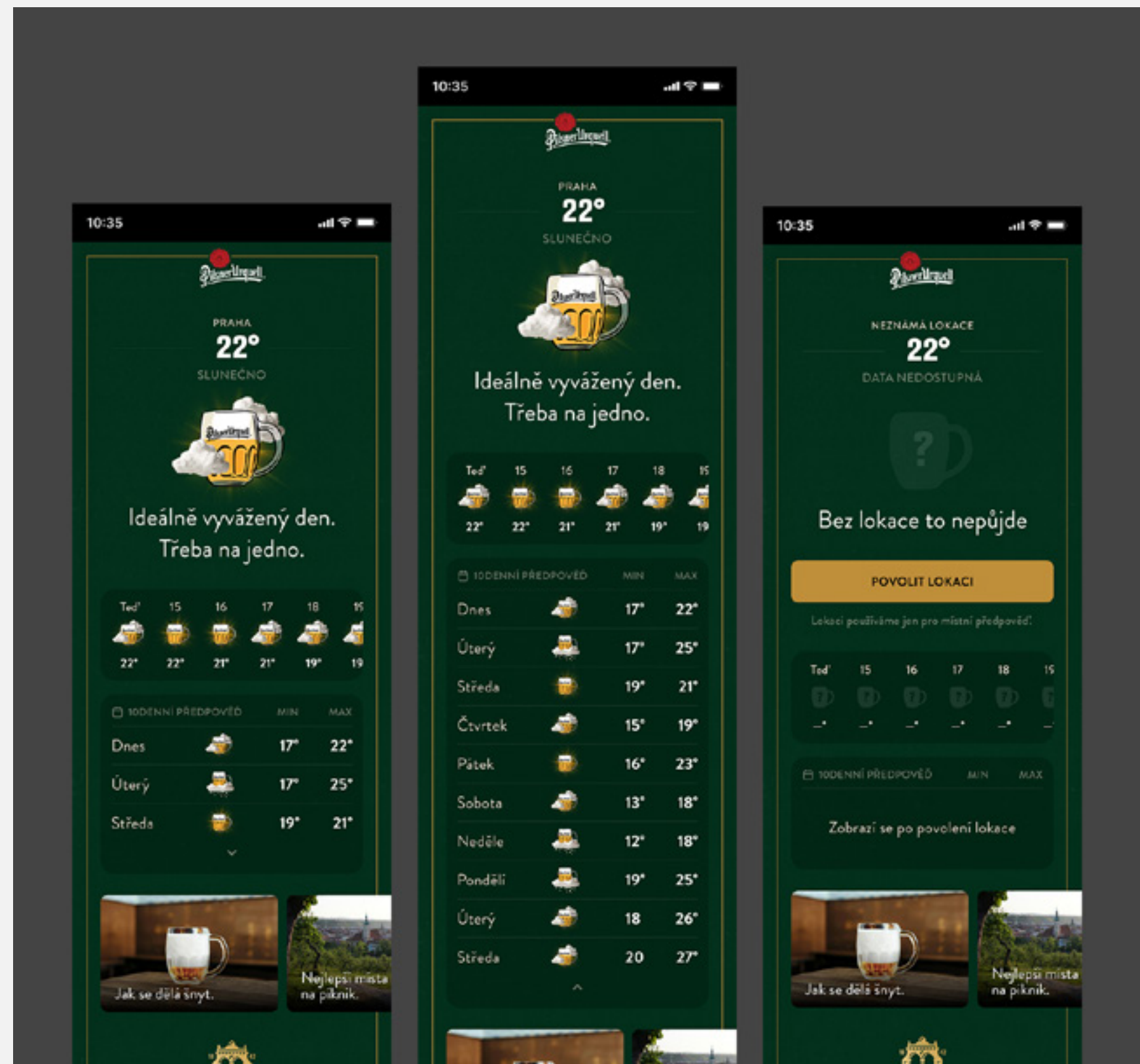
*** Value created**

- Designed a lightweight mobile weather experience
- Extended the Pilsner Urquell brand into a digital product concept
- Focused on simplicity, usability and strong visual identity

The app consists of a focused one-screen experience combining weather, mood and recognisable brand presence.

I designed:

- Main app screen
- Weather-based recommendation flow
- Home and lock screen widgets
- Lightweight visual system



The widget system was designed for fast everyday access directly from the home and lock screen.

03

Anana

UX/UI, WEB PLATFORM, PRODUCT DESIGN

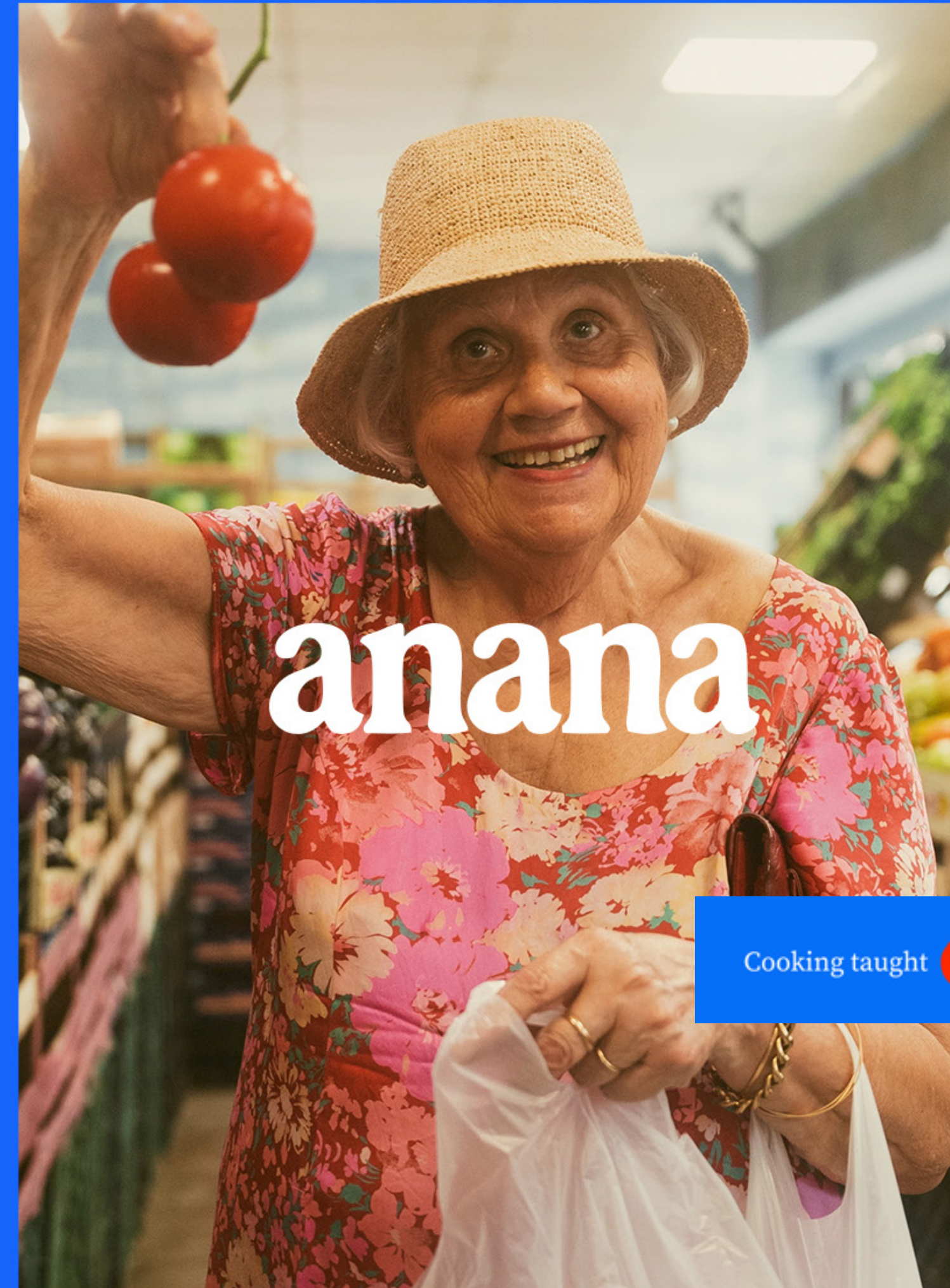
Anana is a cooking platform built around real recipes, family knowledge and grandparents (nonnas) as the teachers.

I helped turn the original idea into a working product centered on recipe discovery, cooking guidance and the people behind the food.

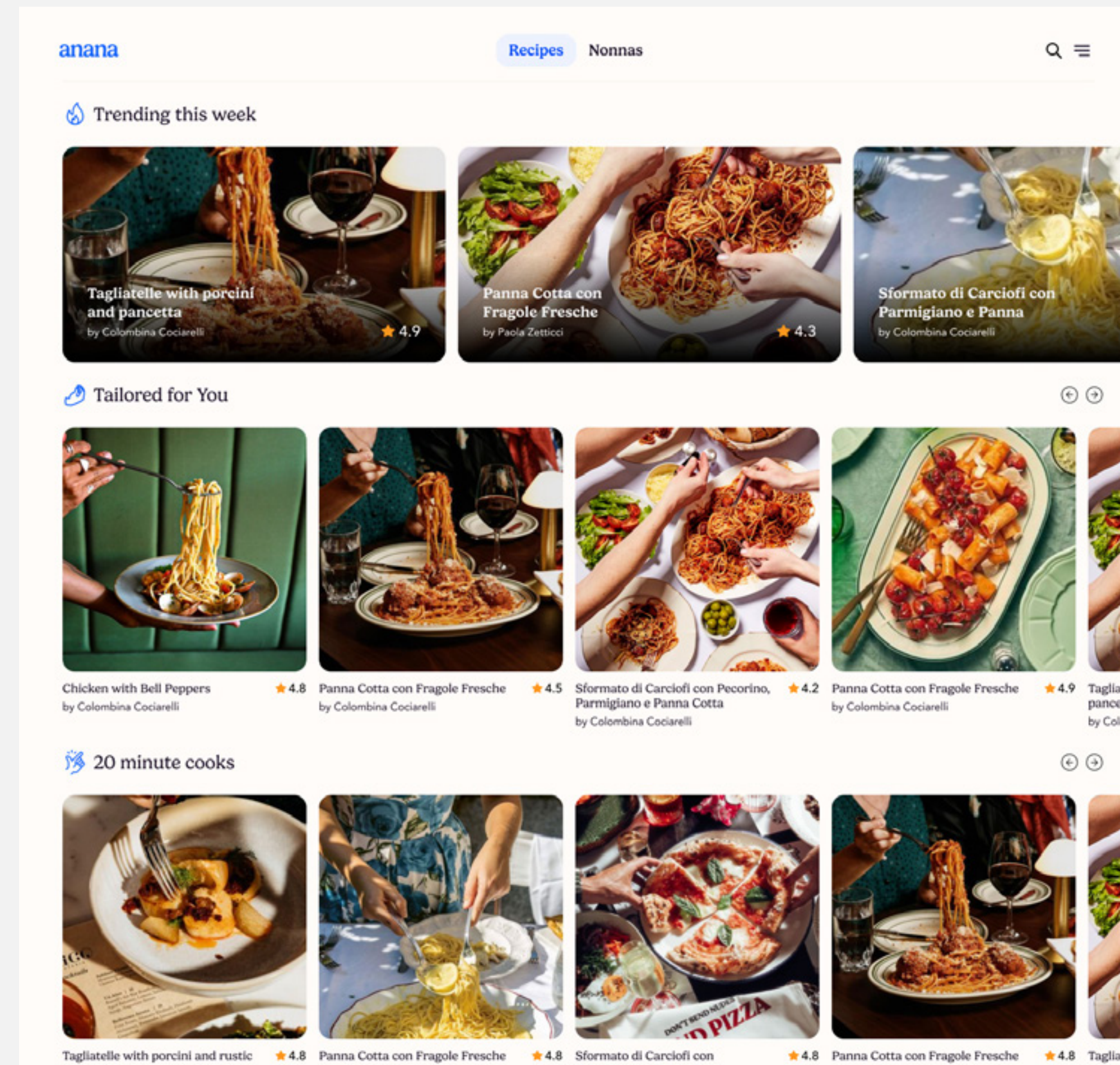
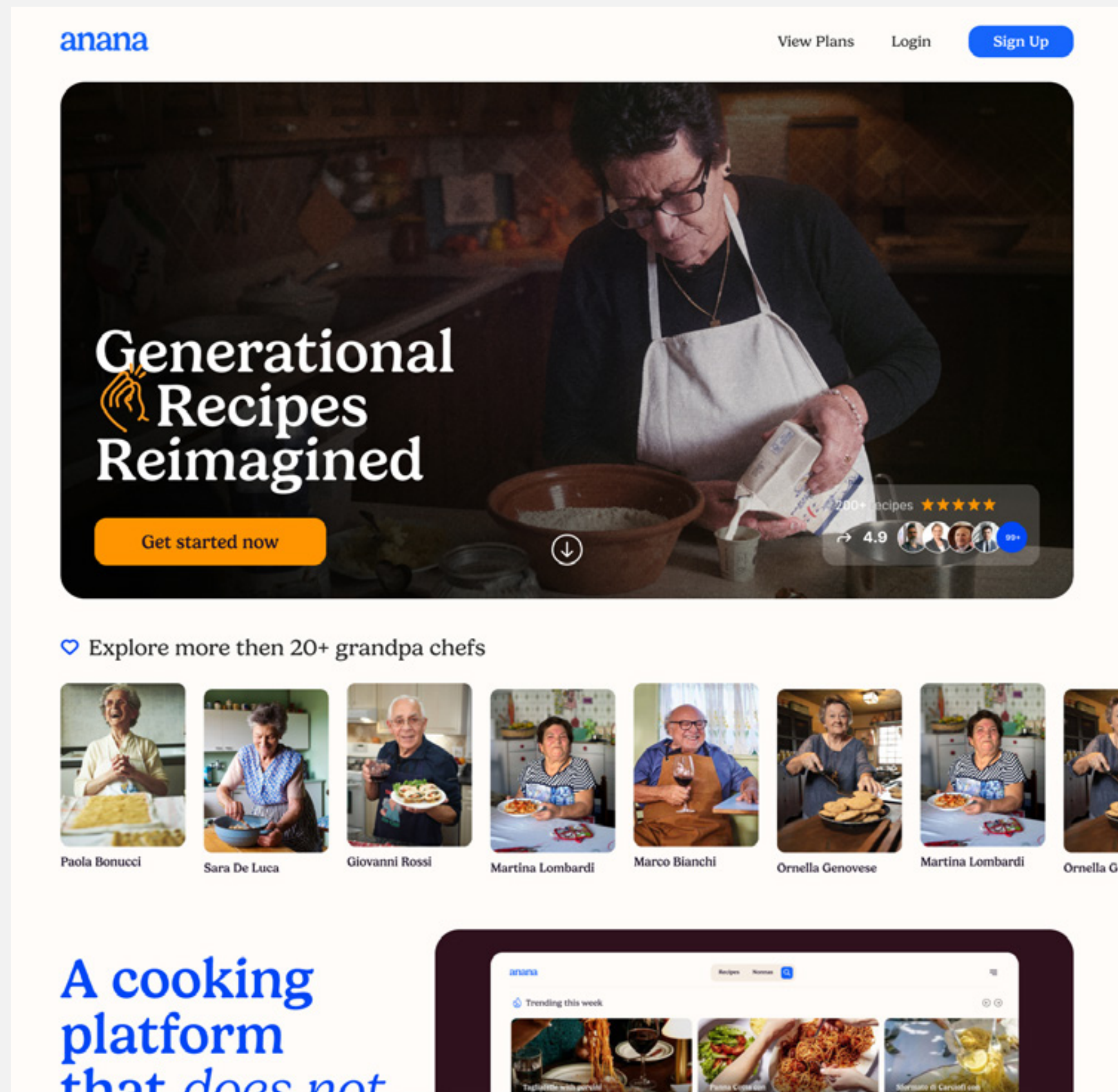
SEE LIVE ↗

* Value created

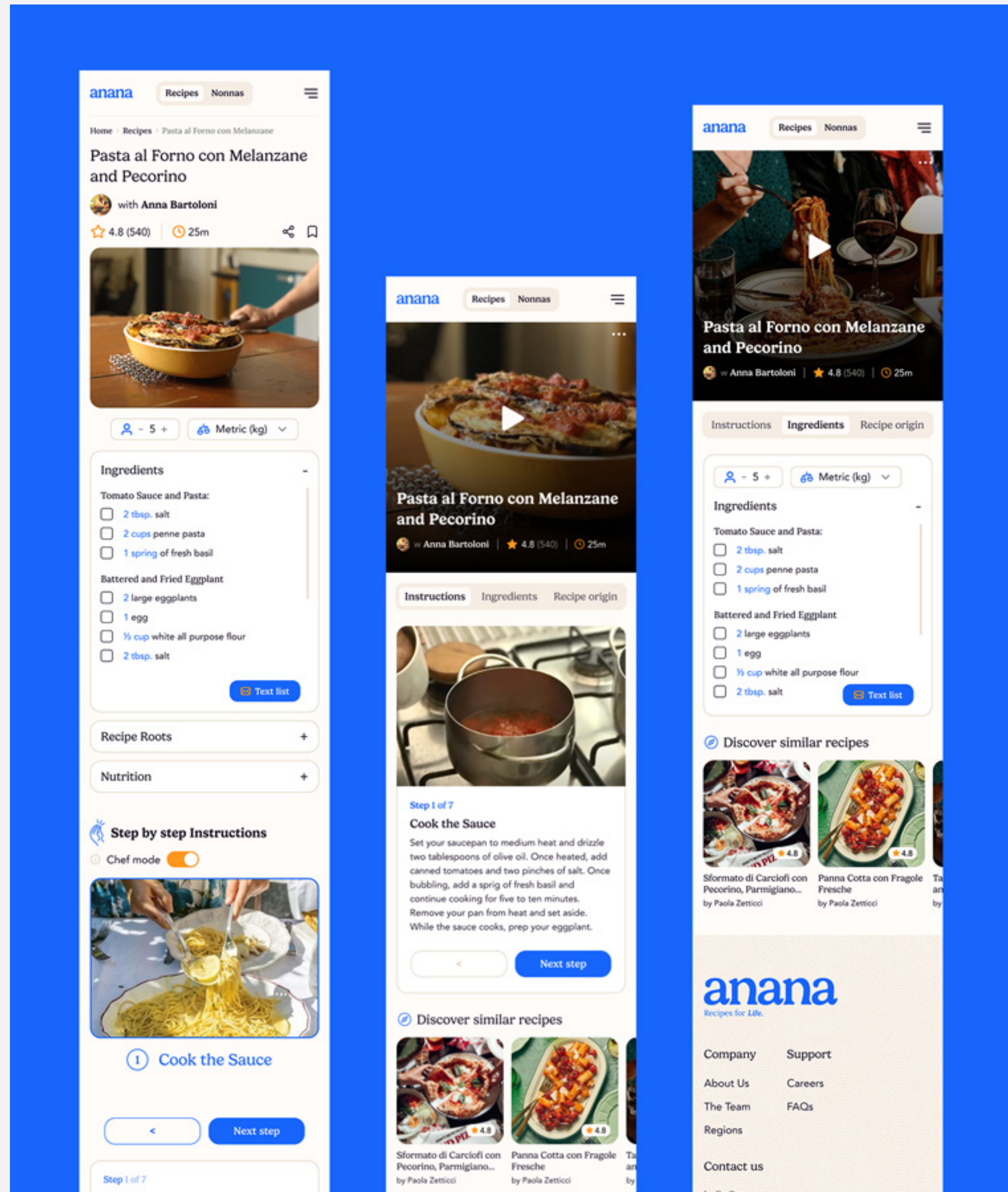
- Helped shape the platform structure and key user flows
- Designed recipe browsing, cooking and nonna profile experiences
- Brought more personality and human presence into the product



In a world increasingly shaped by AI-generated content, the project explores a slower, more personal approach to cooking through grandparents and generational recipes.

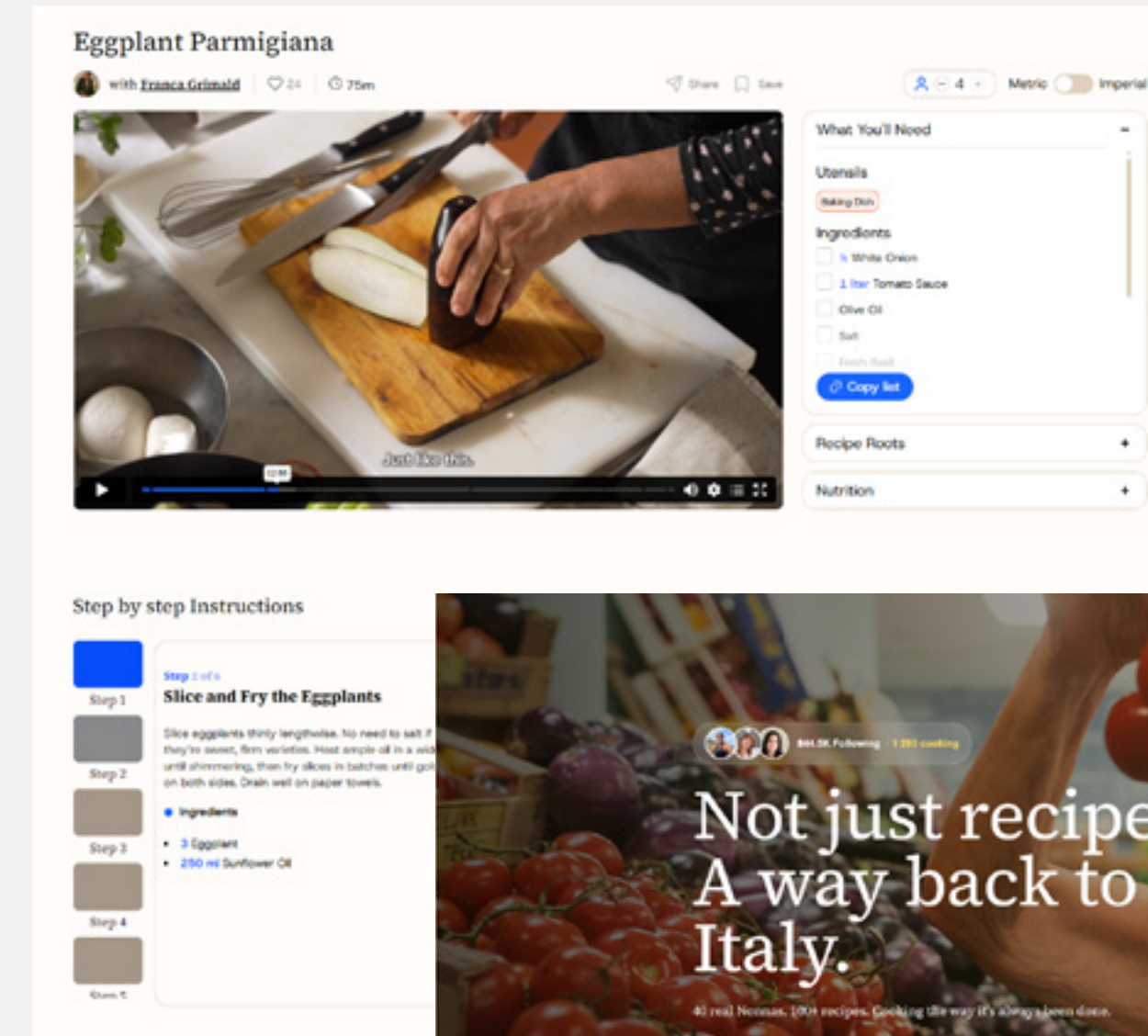


I helped turn early UX concepts into a functional MVP focused on recipes, video learning and everyday cooking inspiration.

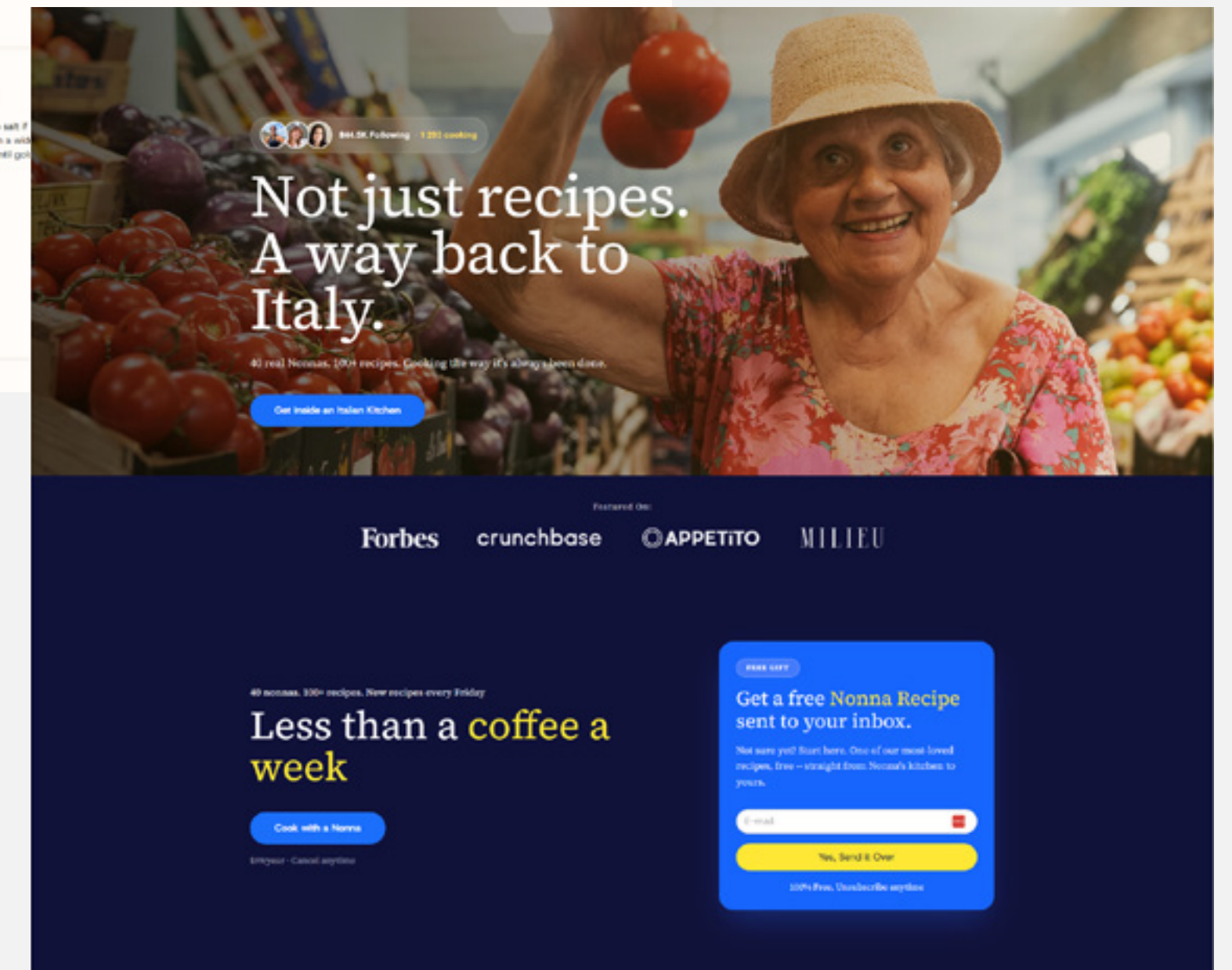


I designed the recipe experience for real cooking use: ingredients, portions, metric switching and step-by-step guidance.

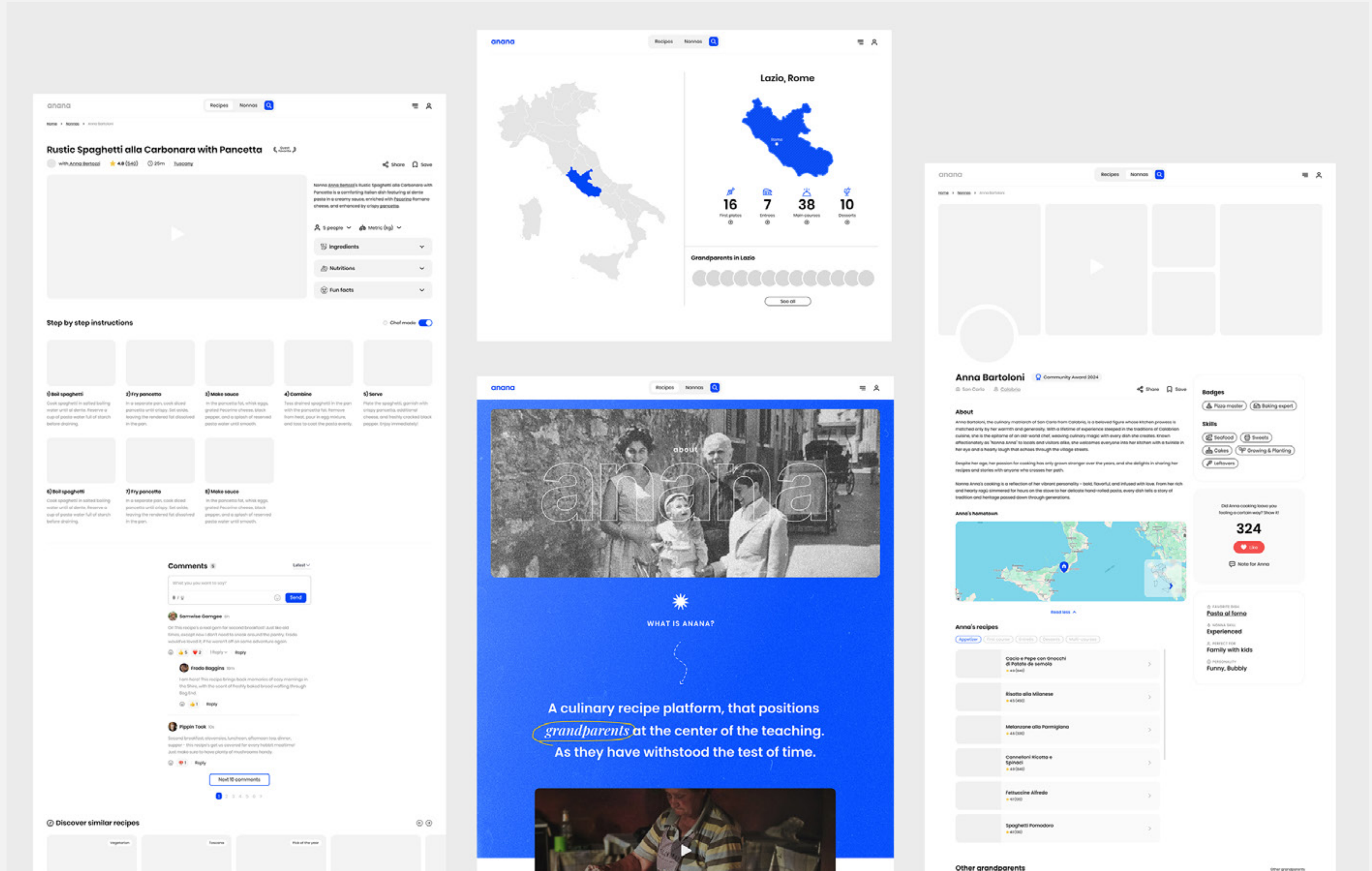
All for both mobile and desktop.



Anana helps preserve real-life recipes, traditions and the people behind them.



Early concepts helped shape the platform structure, recipe flows and nonna-centered experience.



Member Features Nonna Anna

Rome

Grow your family

More Nonnas. More Recipes.

Join anana Premium



Maria Assunti Pische
Sardinia



Ada Brugiati
Lazio



Liliana Incollingo
Molise



Maria Antonella Rosetti
Basilicata



The final result is a place where recipes and traditions are preserved and where cooking feels personal again.



04

Personal Website

UX/UI, WEBSITE DESIGN, ART DIRECTION

Most client work revolves around usability, structure and business goals. My personal website became a space to experiment more freely with visuals, typography and creative direction.

Finally, nobody asked to make the logo bigger.

* Value created

- Pushed the visual direction further than in typical client work
- Experimented with typography, composition and interaction
- Created a portfolio that feels more personal and expressive



WORKS PROCESS CONTACT

10 OCT 2021
• Available for work

Hi, I'm
DOM



02/04
change my pic

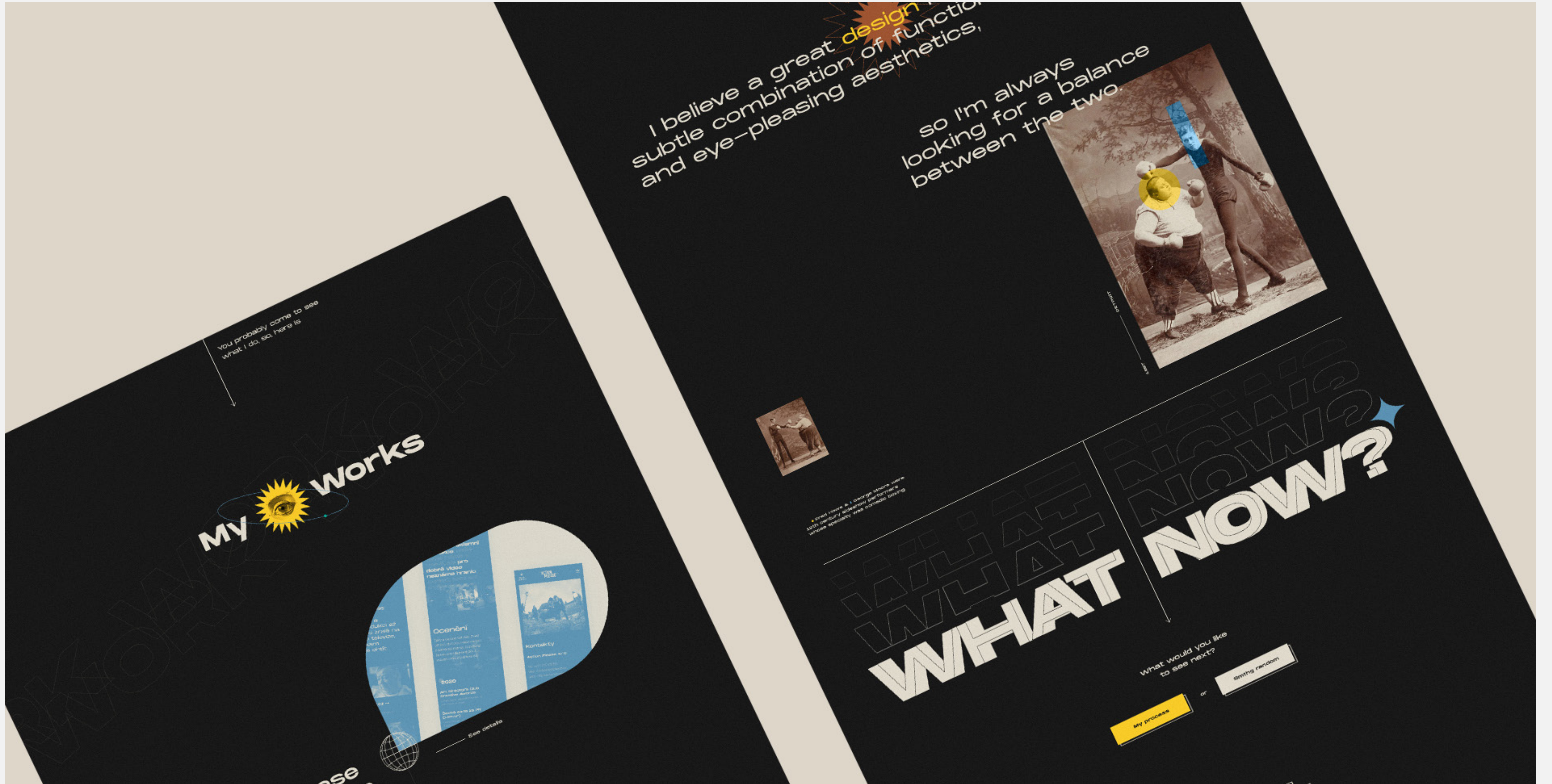
I LOVE TO CREATE SLEEK & PROFESSIONAL DIGITAL SOLUTIONS.

Call an action

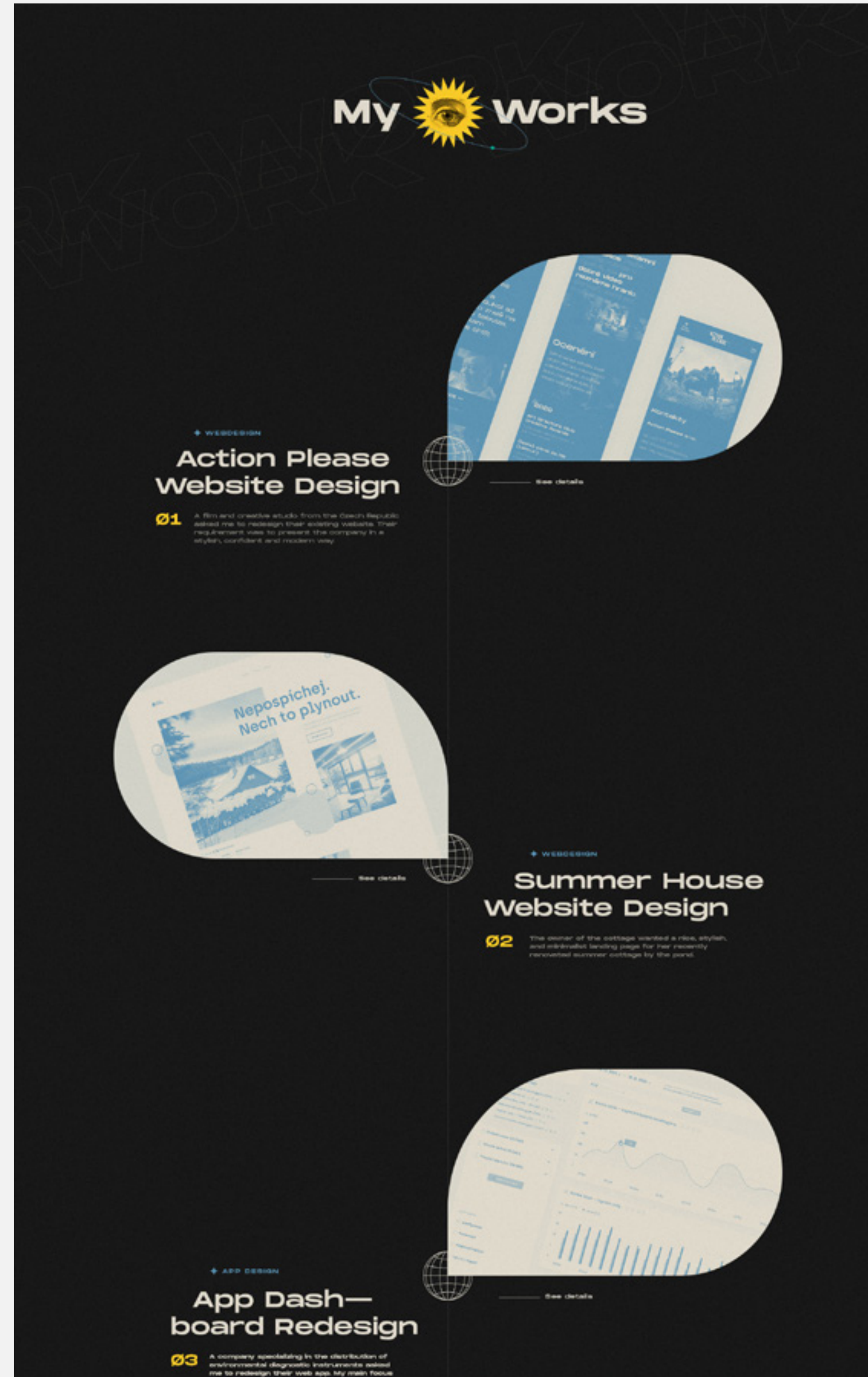
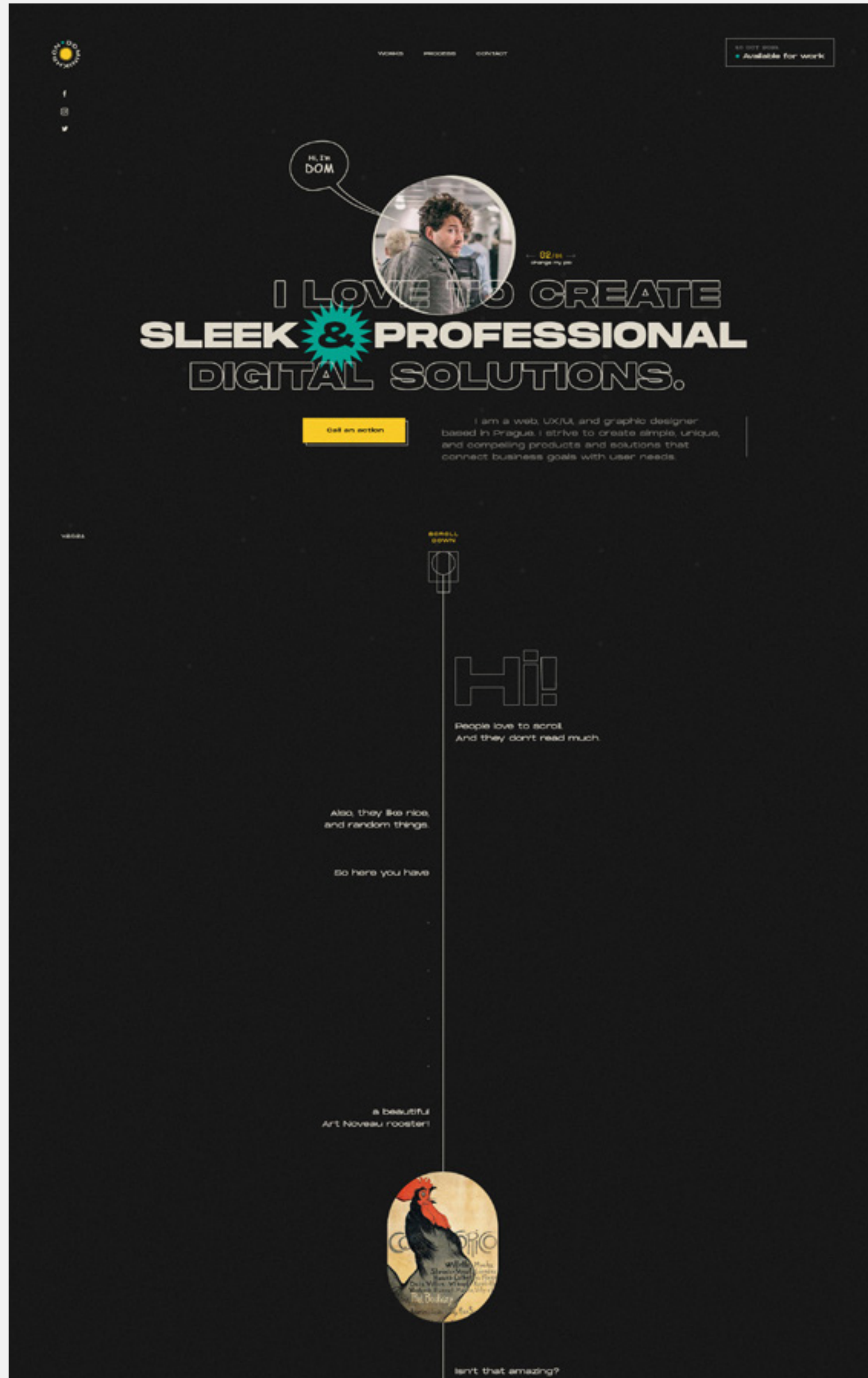
I am a web, UX/UI, and graphic designer based in Prague. I strive to create simple, unique, and compelling products and solutions that connect business goals with user needs.

v2021

SCROLL
DOWN



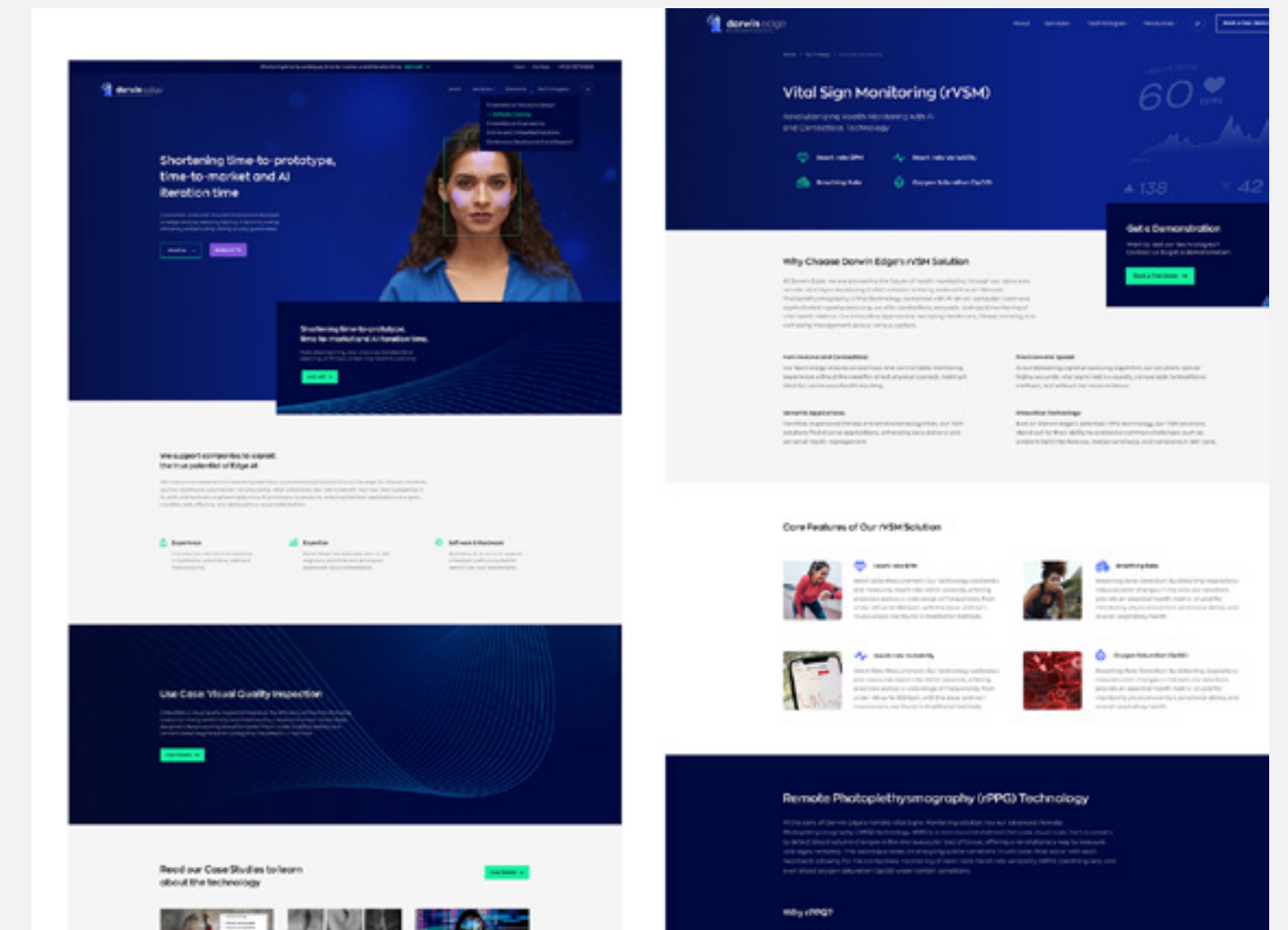
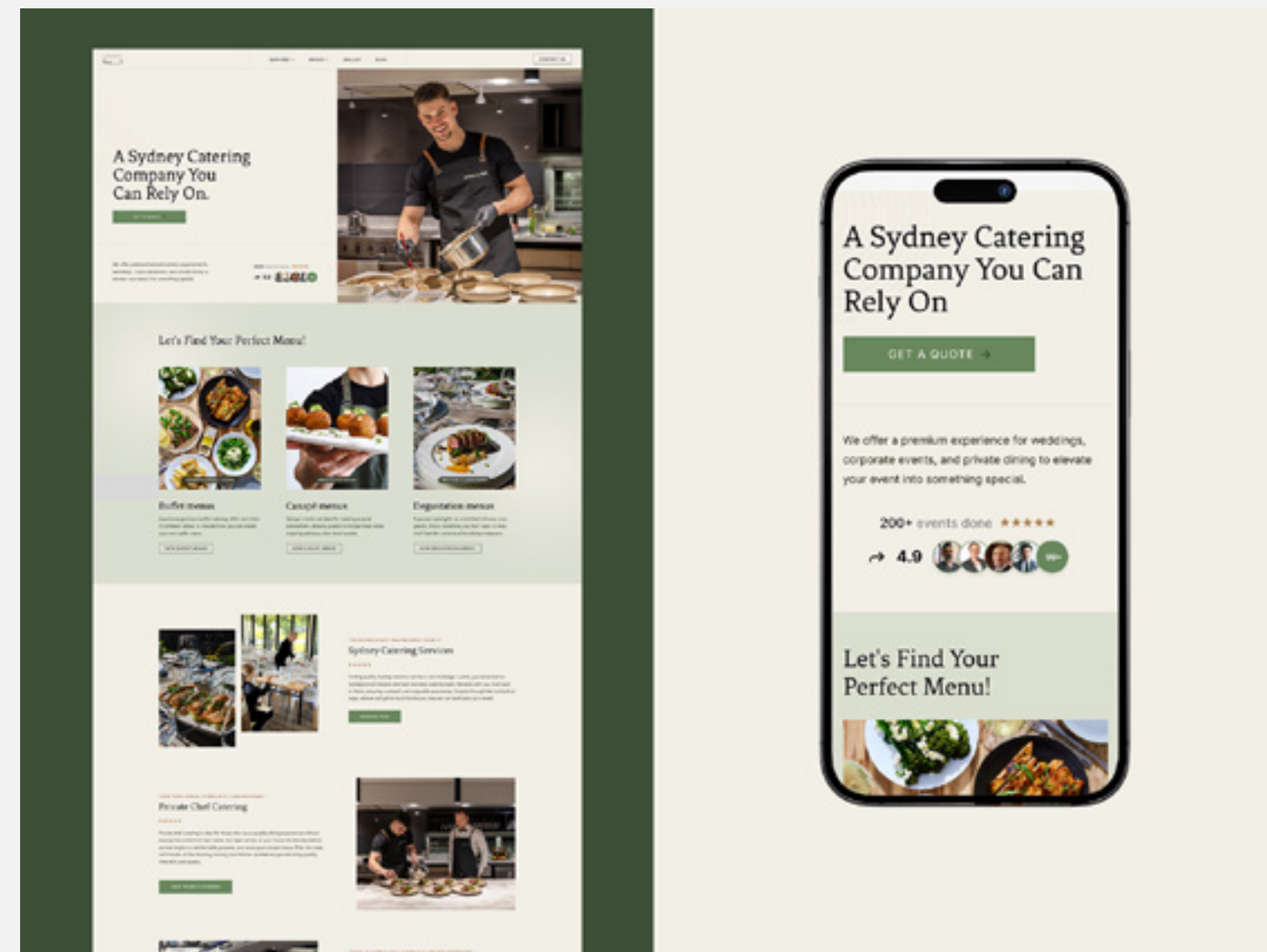
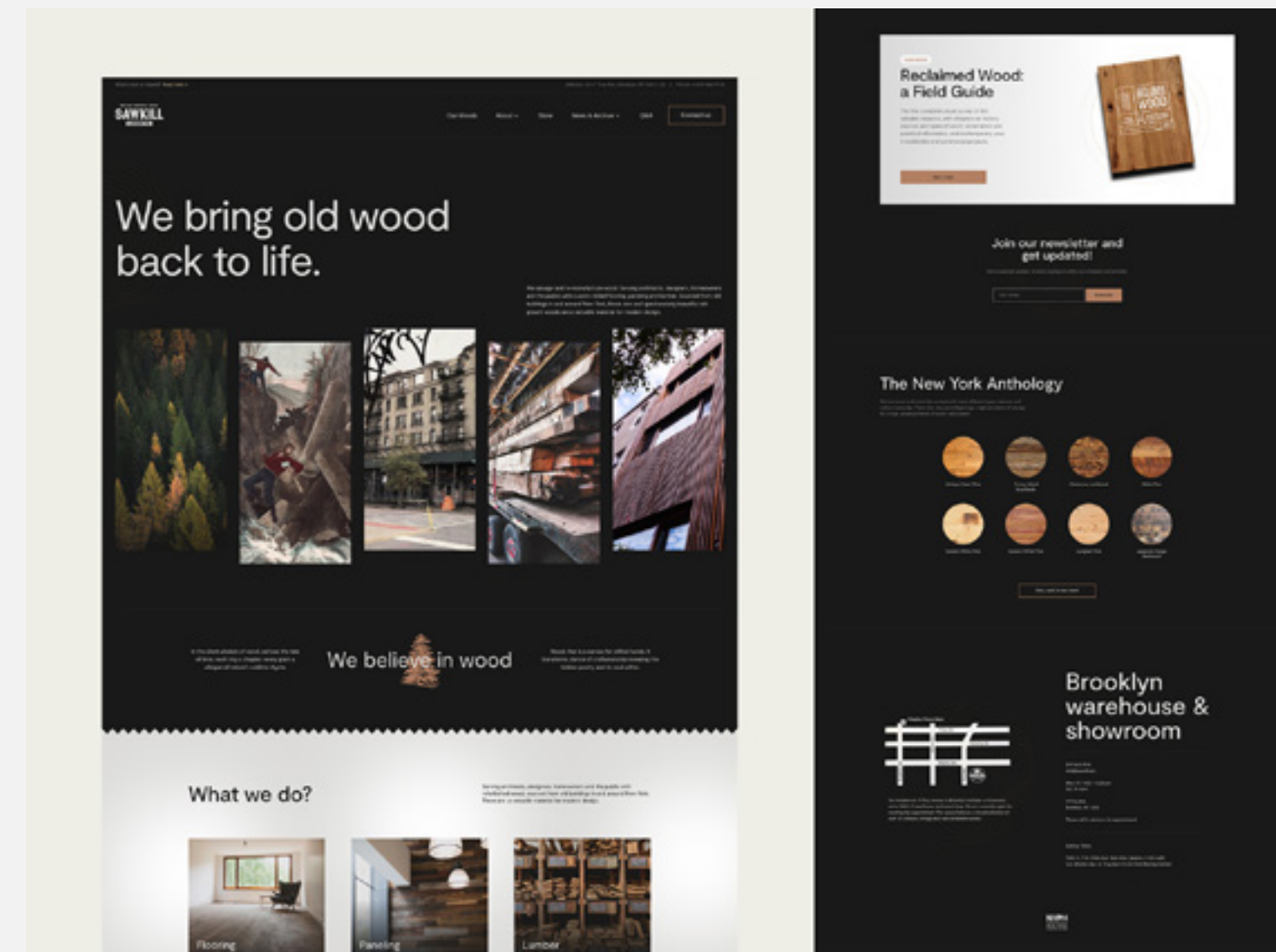
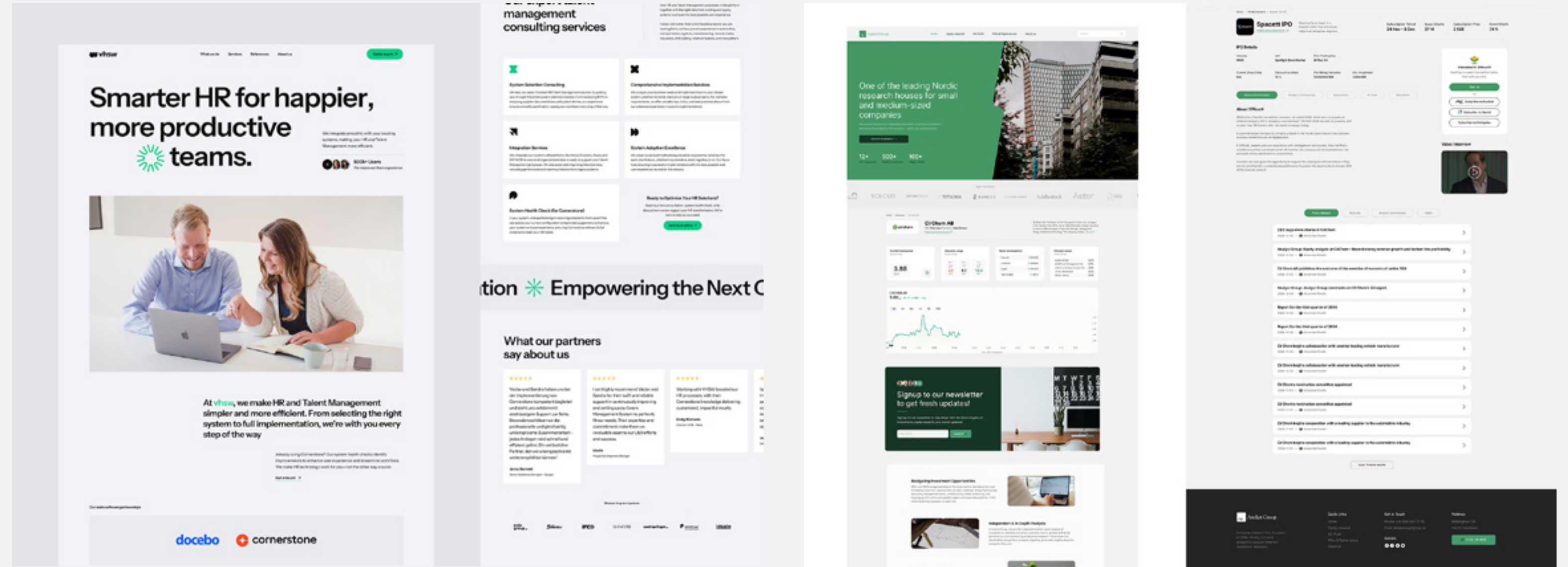




05 Selected Work

UX/UI, WEB DESIGN, APP DESIGN

Beyond the featured projects, I've worked on dozens of websites, platforms and digital products for startups, service brands and companies across the EU and US.





That's all Folks!

Thanks for taking the time to explore my work.
If you like what you see, feel free to get in touch.

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dominikhron.com