Zbynek Sterba

Principal Product Designer · Prague

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Product designer and builder with a research background. Ten years in product teams across SaaS, security and enterprise software, and eight years before that in academia studying how people read maps with eye-tracking and usability testing.

EXPERIENCE

2019 – now

Pipedrive — Prague

Principal Product Designer 2023 – now
Founding designer of the Product Growth team, working on how new customers sign up and start using Pipedrive. Redesigned onboarding and the Setup guide, set up a shared prototype playground, and mentor the designers in the area.

Product Design Team Lead 2023
Led a small team of product designers on Pipedrive's communication and planning products, while still designing hands-on for the Email team (AI features).

Senior Product Designer 2021 – 22
Redesigned Sales Inbox, Pipedrive's built-in email client, and added support for multiple email accounts. Also worked on new product incubations.

Product Designer 2019 – 20
Designed Leads Inbox and LeadBooster, Pipedrive's lead-generation products.

2017 – 2019

Avast — Prague

Product Designer, Platform team

Designed Avast Secure Browser and browser extensions, including SafePrice, from research to shipped UI. Made research and usability testing a regular part of the platform's development cycle, and helped increase user engagement and satisfaction.

2016 – 2017

Quadient — Hradec Králové

UX Designer

Owned UX for two customer-communication products. Introduced eye-tracking and keystroke-level modeling, and reworked the shared persona system.

2015 – 2016

University of Zurich — Zürich

Postdoctoral Researcher, GIVA group

Cross-cultural research on how people perceive spatial visualizations, using eye-tracking and mixed-method study designs.

2008 – 2015

Masaryk University — Brno

Postdoc Research Specialist 2013 – 15
Research Assistant 2008 – 13

Usability of maps for crisis management, then experimental testing at the Center for Experimental Psychology and Cognitive Sciences. Visiting researcher at IGN COGIT lab, Paris (2012).

MORE

Education	Ph.D., Masaryk University, Brno · University of Oslo (2010)
Skills	Product and interaction design, prototyping (Figma, code, AI tools), user research, usability testing, A/B testing, data analysis, eye-tracking, mentoring designers
Languages	Czech (native), English (professional), German (elementary)