

Luděk Černocký

DESIGNING, BUILDING & SHIPPING DIGITAL PRODUCTS FOR **20 YEARS**

Problem solving with users & business in mind. **Design**, not art.

Anything from getting to know an abstract, complex problem to delivering an easy-to-use product or feature. The bigger the challenge, the better. You know the drill, right?

I've found my "purpose" in **leading designers**, making them **happy**, yet productive, creating a safe space for them and helping them **grow their skills**.

♥ my wife, our 🐶 Hugo, 🥣 oat milk flat white, 🍷 & 🍷



My work experience is not about flashy visuals, it's rather a **short novel**. Not a boring one, hopefully.

Jul 2021 - Present
VP Product Design



Emplifi is a new player in the CX space, born from merging 3 companies: Astute, Socialbakers, and iPerception. New player, but an experienced one. Currently (Q4 2024) with a \$140M ARR.

I'm leading a **global design team** that comprises both my Socialbakers crew and new members from the acquisition of other companies. We are no longer responsible for everything visual as we were at Socialbakers - our focus has shifted heavily towards product design, research, and experience.

Feel free to explore some of our design-related sites:

- [Emplifi.design](#) - legacy, team, tools & thoughts
- [Soul Design System](#) - our design system et. 2016 (*I'm really proud of it*)
- [Medium.com](#) - insights from my team
- [Dribbble](#) - old fashioned visual "library"

We are tackling quite a few new challenges like:

- Developing consumer-facing applications such as surveys, chatbots, live video streaming & advisors, ...
- Unifying mobile apps
- Unifying new complex products into a single, intuitive platform with consistent **user interface** & experience
- Integrating new products and design teams seamlessly into our existing workflows
- Designing and building innovative products, including Live Commerce, Care, Link In Bio, and more
- Supporting product marketing and sales with even greater emphasis and attention
- Enhancing our discovery and research efforts to better understand and meet our users' needs
- ... and many more

Feb 2012 - Jul 2021
Director of Design



Joined **Socialbakers** right after its first seed of investment (\$1M), having around 30 employees, exactly zero designers & one product (an analytical tool for social media).

I went through all ups & downs of transforming a startup into a mature company with **600+ employees** and **\$55M+ ARR**. The overall user experience of our SaaS platform - Socialbakers Suite - is often the reason clients choose us over competition and stay with us.

I've hired every single member of my **team** (currently 22+): an awesome multi-disciplinary product, branding, visual & motion designers combined with UX researchers and UX writers 😊

Some of the highlights and events we established, built & designed over the years:

- Built many new products, sunset some and then built another ones
- Eventually merged all of our products into a unified platform
- Redesigned products and website(s) and microsites and whatnot
- Designed mobile apps that were never made (*good strategy, bad execution of that strategy*)
- Rebranded the whole company (*once*) and updated the logo (*many times*)
- Designed & rebranded many events (*internal and external, like Socialbakers Engage*)
- Had more than 1000 projects & prototypes in InVision before jumping into Figma
- Made dozens of videos and visuals and ads, ...
- Switched from Adobe to Sketch to Figma (*40+ editors, 150+ viewers*)
- Maintained many UI kits and then kicked off a **huge design system** (*in 2016*)
- ... the list could go forever

2018 - 2019
Design Advisor

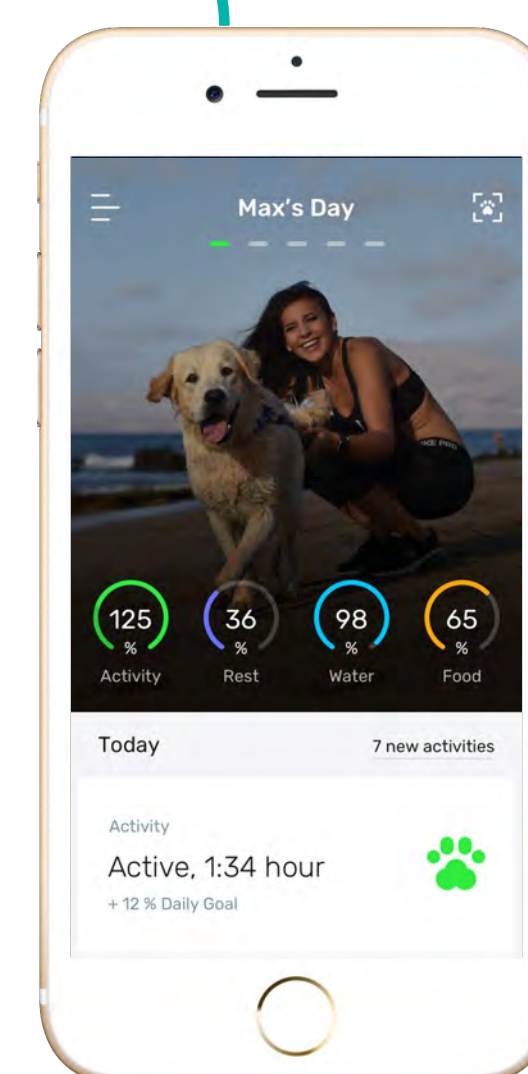


Actijoy is a smart system of a **tracker & wifi bowls** for dogs and apps for their owners.

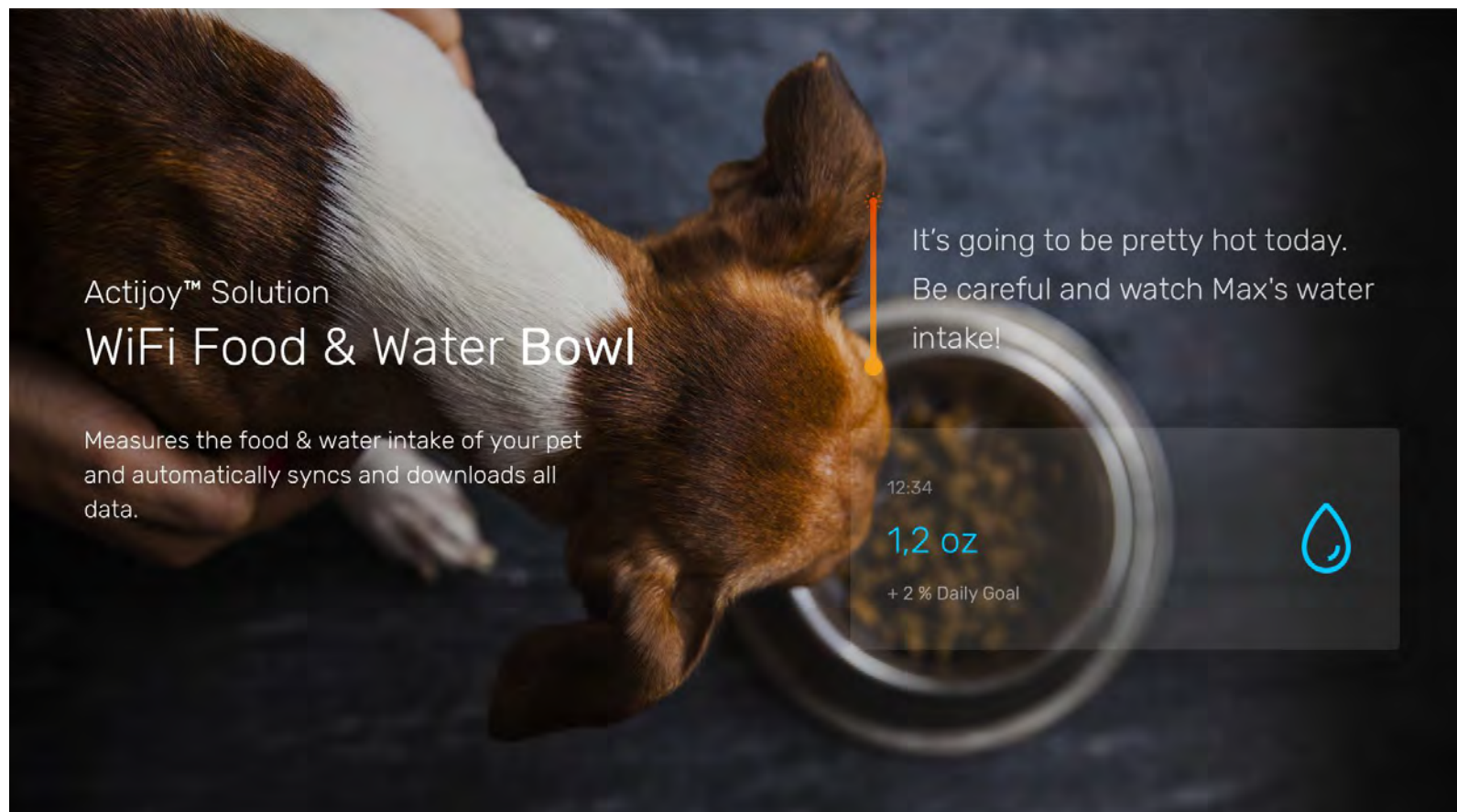
I am always trying to "stay in the game" (constantly learning etc.) so when my friends approached me to help them with the design of a smart hardware/software for dogs and their owners, I went in. And I still like it: Hugo is wearing the tracker everyday. Do you have a spare few \$millions to help?;

I designed an iOS/Android app, website, desktop app, brand, emails, product, packaging, you name it.

This was my **only side-project** since joining Socialbakers: I am always focusing **200% on my work** and then try to spend as much of my **free time with family**.



This is Hugo



2006 - 2012
Head of Product



A website builder, that still exists! Our mission was to enable everyone to make a website (we had users aged 12 to 90). More than **5 000 000 users** created their website using **eStránky.cz**. 150 000+ active real users were using our service every month. Ease-of-use, usability, and friendly support were our essential traits. 14 years ago 😊

eStránky.cz was for 3 years in TOP 10 of Czech's MRU ranking with **2M+ real visitors/month** to websites created by our users and customers.

I was the first fulltime employee 😊 We started as a team of 3: a **founder, a developer, and me**.

We grew to around 15 employees and a nice recurring income with a great retention (**95% of our paying customers renewed every year**) but sold it to a pretty clueless corporation that fuc*ed it up (lesson learned).

My role was to lead the project **product-wise**. What it meant 14 years ago?:)

- telling developers what to do
- improving the application
- bringing more new users (constantly playing with heatmaps, usage statistics, testing, ...)
- finding a compromise between our business needs and needs of our users
- designed & coded the application and the portal on my own (and redesigned it twice)
- responsible for all our design templates (100+):
 - finding and hiring designers/coders
 - reviewing their work
 - and then implementing those templates into the system

2007 - 2012
Co-founder



Face it was a small design studio that I co-founded with my good friend.

We were focused on webdesign, print and identity. We did dozens of crazy websites that probably don't exist anymore. Love those days.

I was mostly responsible for iA, wireframes, and CSS/HTML/JS/Flash.

2003 - 2006
Freelancer

My journey to do webdesign for living started in 2003.

I was working for one big agency as a webmaster/webdesigner and with many smaller ones, occasionally doing some branding, etc

If you remember those years you know that there were also no super cool buzzword job titles like now. I just did everything.

You've made it, you read it all. Thank you!