



DOMINIKA GROSSOVA

WORK EXPERIENCE

2026 - Ongoing

Business Operations Manager

WorkShop The Consumer Experience Agency

Responsible for ensuring the smooth and efficient delivery of the EU adidas Brand and Product Learning programme across multiple markets, overseeing operational processes, compliance, administration, and app development and execution in a fast-paced, multinational environment.

2023 - 2026

Program Manager

WorkShop The Consumer Experience Agency

Responsible for driving and developing adidas' engagement program and our app, leading and executing their European strategy to ensure relevance. I work directly with the client, leading planning, content creation, adaptation, and execution of the engagement process.

2020 - 2022

UX Designer & Researcher

WorkShop The Consumer Experience Agency

Responsible for ensuring a seamless UX on mobile and web by creating user personas, journey maps, prototypes, and conducting user testing. For Google, acted as product manager overseeing development and UX/UI. Other clients include Nike, Pomelo, Haglöfs, Intel, and more.

2019 - 2020

Digital & Market Analyst

WorkShop The Consumer Experience Agency

My main tasks included user and market research, improving digital products and services, analyzing and structuring data, and designing dashboards (user experience and data visualization). Clients included Google, Husqvarna, Sonos, Samsung, Nike, and more.

2018 - 2019

Digital Designer

WorkShop The Consumer Experience Agency

Supporting the creative team in developing digital retail concepts and enhancing the WorkShop's digital platforms' user experience.

2017 - 2018

Digital Transformation Researcher

Grundfos, Denmark

Conducting field and desk research plus creating reports, presentations and visuals connected with smart cities, smart home, and smart building technologies.

CONTACT

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Portfolio: domiportfolio.com

EDUCATION

2021 - 2023

Master's Degree

Master of Science in Media Management, Computer Science

KTH Royal Institute of Technology

Master with a focused on the development and marketing of media products and services, combining skills in media technology and business management, with expertise in sustainability, intercultural communication, innovation and product development.

2017 - 2019

Bachelor's Degree

Digital Concept Development & User Experience Design

Business Academy Aarhus, Denmark

Focus on developing digital concepts - strategic considerations, planning tactical guidelines, and developing practical solutions that focus on user experience. Worked with companies such as: Danske Bank; Bestseller; and Design People, to name a few.

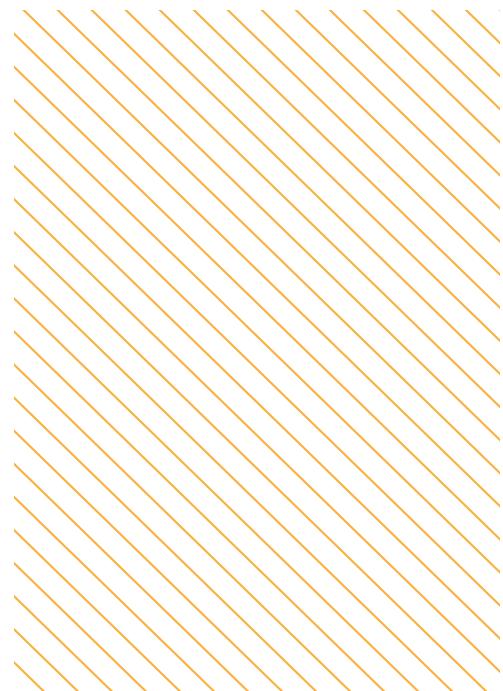
2015 - 2017

AP Degree

Marketing Management

VIA University College Horsens, Denmark

A business program with a focus on international marketing, business economics, sales and marketing communication, organization and management and business law.



PROGRAMS & TOOLS



Adobe CC

Illustrator
InDesign
Photoshop
Lightroom
Adobe XD
Premiere Pro

Figma

Microsoft

Powerpoint
Excel

SKILLS

UX / UI
Product Management
Prototyping
Usability testing
Design thinking
Project Planning
Agile
User Research
Design Sprint
Information Architecture

LANGUAGE

English
Slovak
Czech
Swedish/Norwegian
(A1 level)

AWARDS

Danske Bank Design
Challenge Winner Of Best
Concept (2017)

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