



# 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.

UX designer

## CONTACT

**Tel:** +47 907 58 025

**Email:** domigrossova@gmail.com

**LinkedIn:** [www.linkedin.com/in/dominika-grossova](https://www.linkedin.com/in/dominika-grossova)

**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.

# UX designer

## 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 (A1 level)

## AWARDS

Danske Bank Design  
Challenge Winner Of Best  
Concept (2017)

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