

UX/UI & BRAND DESIGNER | HERNING, DENMARK

Marek Vicáň

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Career profile

UX/UI and brand designer. At WEZEO I design mobile and web products and prototype them with AI. Running vican.design since 2022: websites and visual identities for small businesses. Based in Herning, studying Branding and Marketing Management at VIA.

Career highlights

- Co-led the WEZEO rebrand: core idea, messaging and visual system.
- Coordinated a team of five developers on the ProPodnikavé redesign. Returning users up 40%.
- 50+ freelance projects since 2022, including 10+ full brand identities.
- Build AI prototypes: working POCs sent to clients during the sales process, using Claude, Cursor, GitHub and Vercel.

Experience

UX/UI Designer - WEZEO

Bratislava, Slovakia

Jul 2024 - Present

UX/UI for client products: user flows, information architecture, interfaces and design systems. Joined as a graphic designer, moved into UX/UI after seven months. 30+ projects including ProPodnikavé, e-Desk and Finversum, coordinating a team of five developers on ProPodnikavé. Build working prototypes with Claude, Cursor, GitHub and Vercel for client POCs and MVPs.

Brand Designer - vican.design

Remote

Sep 2022 - Present

Web, visual identities and art direction for small businesses and founders. 50+ client projects since 2022, including 10+ full brand identities. Recent: Bicyklaren, website, naming and identity for a bike rental company.

Co-Founder & Design Lead - Artistic Area Club

Dolný Kubín, Slovakia

Jan 2024 - Present

Own the brand and communication, lead event planning. 100K Instagram reach, events for ~100 attendees.

Education

VIA University College - Branding & Marketing Management

Herning, Denmark

2026 - 2028

Skyro - Development of Digital Products

Bratislava, Slovakia

2024 - 2026

ProScholaris - Information Technology

Žilina, Slovakia

2021 - 2024

Language skills

- **English**
  Fluent
- **Slovak**
  Native

Tools

- **Design**
  Figma, Adobe Illustrator, Adobe Photoshop
- **AI Prototyping**
  Claude, Perplexity, Cursor, Vercel, GitHub
- **Management**
  Notion