

EXPERIENCE

SUSTech - HCI Intern

Shenzhen, China - 02/2025 - 08/2026

- Designing AR solutions to enhance sound awareness for DHH individuals, focusing on user-centered interactions and accessibility
- Collaborating on research projects, contributing to concept development, prototyping, usability testing and academic writing
- Part of Immersive Design Research Group under supervision of Seungwoo JE

L'Oréal - Key Account Intern

Prague, Czech Republic - 07/2023 - 02/2025

- Managed online communication and content delivery for L'Oréal Luxe brands in Douglas across three markets
- Coordinated between marketing teams and external partners to streamline campaign execution and maintain clarity in multi-stakeholder workflows
- Supported sales reporting and trade planning through data analysis, identifying patterns and insights to inform business and customer engagement strategies

ČSOB - UX Design Trainee

Prague, Czech Republic - 07/2023 - 04/2024

- Collaborated with senior designers to develop intuitive digital experiences for the most-used banking app in the Czech Republic, reaching over 2 million users
- Conducted user research, wireframing, and prototyping to improve usability and user satisfaction
- Worked on accessibility enhancements for visually impaired users, contributing to more inclusive mobile banking interactions
- Responsible for exploratory research on VR/AR applications in mobile banking, investigating how immersive environments could support future financial interactions

Microsoft - Surface Device Seeding Lead

Prague, Czech Republic - 12/2022 - 07/2023

- Coordinated Surface device loaning program across 14 CEE countries, enabling evidence-based decision-making and hands-on product evaluation for enterprise users
- Supported pre-sales teams by translating user feedback, device performance insights, and pain points into recommendations for commercial adoption
- Collaborated on customer experience and B2B engagement initiatives, focusing on how professionals interact with hardware ecosystems in real-world workflows
- Strengthened product understanding and technology adoption by facilitating user trials, demonstrations, and feedback loops

Axians - AR Specialist & Product Marketing

Prague, Czech Republic - 06/2022 - 12/2023

- Developed AR and VR concepts with a focus on interaction design and user experience in immersive environments
- Led prototyping activities and conducted usability testing to improve engagement, and interaction flow in XR experiences
- Built early Unity prototypes and began learning C# to better understand technical constraints and scripting logic for interactive systems
- Designed and executed a B2E product communication strategy for ŠKODA AUTO, aligning user needs, internal workflows

EDUCATION

KAIST - Industrial Design

Educational status: 08/2026 - 06/2028

Masters' degree

MAKE Lab - Advisor: Prof. Andrea Bianchi

Masaryk University - Information Services Design

Educational status: 09/2023 - 06/2026

Bachelors' degree

Graduated summa cum laude

Overall GPA: 4.00

- Interaction Design, User Research, Accessibility, VR/AR, Service Design

Private Business High School Opava - Multimedia and Advertising Creation

Educational status: 09/2019 - 06/2023

High School degree

Graduation GPA: 4.00 Overall GPA: 3.94

- Computer Graphics, Economy, Information and Communication Technologies, Advertising and Media, Computing

PUBLICATIONS

Surovková, A., Xie, T., Yang, X., & Je, S. *SoundWeAR: Co-Designing AR Sound Cues to Support Outdoor Awareness for DHH Individuals*. Proceedings of the ACM Conference on Human Factors in Computing Systems (CHI 2026)

Lou H., Surovková, A., Yi H., & Je, S. *Research on gaze-based head rotation amplification*. Manuscript under review for ACM CHI 2027

Surovková, A., Wang, Z., Zhang, X., & Je, S. *Research on appearance-based cues for emotion communication in VR collaboration*. Manuscript under review for ACM CHI 2027

Surovková, A., Duy N., Huang X., Zhang, X., & Je, S. *Research on reparable voice interactions for DHH individuals during phone call scenarios*. Manuscript under review for ACM CHI 2027

CERTIFICATIONS AND AWARDS

05/2021 MS-900 Microsoft 365 Certified Fundamentals

06/2021 Microsoft PowerPoint (Microsoft 365 Apps Office 2019) Microsoft Office Specialist

09/2021 Google Design Thinking — Creative Skills for Innovation

05/2022 AI-900 Microsoft Azure AI Fundamentals

05/2022 AZ-900 Microsoft Azure Fundamentals

06/2022 TOP 30 High Schooler in Czechia

07/2022 HolkyZMarketingu — Branding and marketing academy

01/2023 Cambridge English Advanced

06/2023 TOP100 High School Student of the Year 2023

06/2024 Service Design Challenge — 3rd place in the international competition

09/2025 Chinese Proficiency Test (Level 1)

VOLUNTEERING

Microsoft Learn Student Ambassadors

Remote - 06/2022 - 06/2026

Learn Student Ambassadors are a global group of campus leaders who are eager to help fellow students, create robust tech communities and develop technical and career skills for the future. I hosted webinars about machine learning and was a mentor to younger participants in the program.

Czechitas - Coach and workshopist

Remote - 09/2022 - 02/2024

At Czechitas, I volunteer for full-day UX design courses and within the framework of design thinking, I assist participants with the project they are working on during the course. I strive to guide them towards good solutions and steer them in the right direction.

Microsoft Azure Competition - winner and mentor

03/2022 - 06/2022, 03/2023 - 06/2023

I co-founded a project called Rotty, an application that will help people with visual impairment to recognize spoiled food. I conducted research on waste sorting and processing spoiled food. Additionally, I created the application design and prototype using Figma. I have also mentored student teams in next year competition.

Microsoft Student Trainee Center - Marketing & Communications Lead

Remote, Czech Republic - 01/2021 - 02/2022

STC is a program for high school students who are interested in improving their ICT skills and sharing them. Participants have a healthy ambition to learn new things. My role was responsible for leading a marketing team.

LANGUAGES

Czech	Native Speaker
English	C2
German	A1
Chinese	A1

SOFTWARE and SKILLS

Unity, C#, HTML, CSS, AR, VR, Adobe Photoshop, Adobe Illustrator, Figma, Marketing, User Research, Design Workshop, Service Design, Inclusive Design, User Interviews, User Study Design, Azure, Azure Machine Learning