

Dominik Procházka

Design + Hardware

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Experience

The LEGO Group / Industrial Design + HW Intern
SEP 2025 – JUL 2026 BILLUND, DENMARK

Creative Play Lab (CPL) – The LEGO Group's R&D unit investigating novel play opportunities for kids and adults 5-10 years in the future

- as part of the CPL's Hardware capability:
 - designed and developed new hardware via:
 - industrial design – form, proportion, materiality
 - electronics – research, testing, custom PCB design, sourcing, assembly
 - UX – interface, interaction, user research
 - transformed ideas into works- and looks-like prototypes of various levels of fidelity which I then showcased to the Product & Marketing department and to members of the executive leadership team
 - tested prototypes with users
 - created visualizations and promotional materials to present work for internal purposes
 - designed interactive prototypes for the future of the LEGO Smart Play platform
 - delivered internal workshops on the use of Figma

YORD / Junior Digital Designer, AR/VR
JUN 2024 – DEC 2024 PRAGUE, CZECHIA

- designed for clients such as Skoda, Bentley, LEGO, City of Cupertino, Mozart Museum in Prague, or Fanta
- collaborated on projects with developers, PM's, 3D artists and other designers
- communicated design decisions with stakeholders and clients and conducted usability testing
- contributed to projects from conception to release
 - research, strategy, concept development
 - UX (interactions, gestures, user flows, wireframes, information architecture)
 - digital prototyping (Figma, Bezi, ShapesXR)
 - visual design and art direction (UI, animations, icons, storyboards, moodboards)
 - concept sketching (3D assets)
- delivered a creative workshop to the design team, introducing new prototyping tools and approaches
- worked with cutting edge AR/VR hardware technology

Skills

Technical skills:

concept development, CAD, 3D printing, PCB design, electronics, modelmaking, laser cutting, mechanics, rapid prototyping, visualization, interaction design, sketching, storyboarding, project management, UX, UI

Tools:

SolidWorks, Rhino, Fusion360, Arduino, ESP32, Keyshot, Blender, Adobe CS, Microsoft 365, Figma, Unity, C, C#, Python, HTML, CSS, LLM's, Midjourney, GitHub, Copilot

Soft skills:

communication, teamwork, collaboration, time management, adaptability, work ethic, leadership, obsession over details, public speaking

English (C2 - Cambridge certificate)

Czech (Native)

German (Advanced)

Interests:

basketball, traveling, sports, art, politics, cinema, philosophy, videogames, architecture, fantasy, sci-fi

Education

Brunel University London

BSc (Hons) Product Design Engineering

2023 – 2027

4th Year

Major Project R&D

Embedded Systems for Product Design

Advanced Design Innovation Project

3rd Year

Placement Year

2nd Year

Design Practice

Design for Manufacturing, CAD

Electronic Systems, Programming, and Interfacing

UX Design and Graphics

Innovation and Sustainability

1st Year

Mechanics, CAD

Electronics and Maths

Design Process and Research

Design Communication

Materials and Manufacturing

Project work, competitions

STYLIDEAS Mini-Project (South Korea foreign exchange program, Brunel X Hannam)

OCT 2024

- designed a beauty product - a red light therapy sleeping mask - in a group of British and Korean students, based on a brief set by STYLIDEAS
- developed the idea in 6 days, delivering comprehensive user research, a concept sketch with the full design proposal presented to the company

1st Place - Materials Design Exchange Hackathon

MAR 2024

- contributed to the creation of a winning sustainable living unit design for UK residents by sourcing essential energy management information and various materials and their attributes
- collaborated with a multidisciplinary team of students from universities across the UK

2nd Place (World) - Ford Design Challenge

MAR 2024

- led a team of 3 in the creation of DriveEasyXR - an AR/VR driving school app, we placed 2nd among more than 16 teams in the final round
- led creative meetings and managed the project timeline, designed digital assets and prototypes

Participant - XRCC Berlin

JUN 2024

- the largest AR/VR hackathon in Europe
- created concept sketches and defined gesture based interactions for an augmented reality game built in a team of 5

Czech Technical University - Summer School

JUL 2022

- a high intensity five day event in Prague
- applied the design sprint methodology for the creation of a solution for urban development and citizen participation in urban planning
- in a team of 5 + a mentor, we delivered a website prototype, tested it with a user, and presented it to experts from the urban planning industry

Key achievements

TOP 100 Highschooler of the Year 2023, Czechia

JUN 2023

TOP 65 Highschooler of the Year 2022, Czechia

JUN 2022

Certificates, Courses

Unity Junior Programmer, Unity Essentials

MAY 2023, JUL 2023

- two courses teaching Unity, C#, and game design through project based work over several weeks

SC-900, MO-100, AZ-900

JUN 2021, JUN 2021, MAY 2021

- exam based official Microsoft certificates testing fundamental knowledge of security, compliance, cloud computing concepts and services

Volunteering

Design Matters DK

SEP 2022

- worked as on-site staff within an international team of designers and design students at a two-day design conference with over 1000 visitors in Copenhagen.