

Hana Snablova

I take on a truly transdisciplinary role. I am an enthusiastic and curious creative systemic thinker with strong presentation and communication skills, and a can-do attitude. I aim to integrate my specialisation in marketing, branding, business and management with my passion for design and technology to deliver innovative CX that are game changers - bringing new levels of user & business value. My ambition is to make a difference on a strategic level as efficiency has been improved. At UCL, my goal is to challenge the educational service experience for our students to help them realise their full potential.

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WORK EXPERIENCE

2012 - present

University College London - UCL School of Management, UK.

PG Teaching Assistant - Design Thinking, IT/Project/ Strategic/Art & Science of/ Management, Marketing, Managerial Decision Making, IT World, Scenario Weeks, Building High Impact Ventures, Innovation Practices

UCL
SCHOOL OF
MANAGEMENT

- designed lectures & slides for new modules
- significantly improved learning experience
- reached high levels of in-class engagement
- provided high quality feedback & feedforward
- developed online learning materials
- motivated and supported students leading to improvement in grades and higher achievements
- worked with students in partnership
- pioneered Design Thinking & Service Design

Teaching duties

- lectures, seminars & IT sessions
- designing lectures & supporting learning materials (slides)
- assessing coursework & exam scripts
- providing constructive feedback & feedforward
- module administration

Service design & innovation

- module re/design & delivery
- collecting feedback
- promoting 'ChangeMakers'
- providing further support for students learning

HtCtW Programme (STePP)

- coaching
- classroom leadership
- teaching & assessing
- team-building
- coordination
- documentation
- workshops for High School

UCL DISRUPT 2018 - Loneliness

- teaching Service Design
- coaching teams
- providing feedback & assessing

Dissertation Supervisor (BSc Information Management for Business, MSc Management)

- guiding students through Dissertation, Consultancy/ Enterprise Project, Business Plan
- thorough knowledge of qual. & quant. research methods
- analytical skills, holistic approach

Personal tutor (UG, PG)

- supporting learning by running workshops
- addressing concerns, Career and Personal Development

Research Assistant on Prof Bert De Reyck team

2018 - present

University of Economics, Prague - Czech Republic.

Service Design Visiting Lecturer on IT & Entrepreneurship module



Summer 2017

Studio Wé, NY - UK.

Assistant Service Design Tutor - Volunteering



- coached & led teams working on SD projects
- gathered case studies for SD course materials
- invited Dr Nick De Leon as a guest speaker
- organised SD networking event
- looked after digital marketing of SD course at CSM

- designing services for clients - O2 (collaborating with BIO Agency)
- agile way of working through design research, synthesis (clustering, personas, customer journey), opportunity definition, ideation, VPC, prototyping & testing, service blueprint
- shadowing senior service designers

2015

Foster and Partners, UK.

Foster + Partners

Assistant Project Manager to Associate Partner Project Manager

- managed Ocenwide Center development in San Francisco, USA
- managed a whole private confidential project in remote location, USA
- stakeholder management & communication at senior level with limited supervision
- created templates for management team
- valuation proposal of mixed-use tower development in Qatar

Daily duties

- updating project plans
- preparing project schedules
- writing contracts, LOIs & RFPs
- budgeting
- managing subcontractors
- project monitoring
- proof-reading
- ensuring confidentiality
- taking meeting notes
- prioritising/multi-tasking
- invoices register

Summer 2014

Admedia, UK.

Design and Marketing Assistant - Internship



- developed strategy how to engage more students in completing surveys for Admedia Student Panel
- researched universities offering advertising & marketing degrees in the UK and reached to them for future collaboration
- designed giveaway cards promoting Admedia
- designed posters for clients
- created pitching presentation for a client

Duties

- designing presentations
- image adjustment & photo database management
- graphic design adhering to brand guidelines
- using TGI to analyse consumer attitudes & purchase behaviour
- market research
- ideation for advertising

2010 - 2011

Christina Fallah Designs, UK.

Assistant Interior Designer - Internship/volunteering



- introduced iPads for project presentations
- provided drawings for clients for decision-making
- acquired new suppliers broadening CFD options
- prepared press releases & arranged publication
- designed CFD marketing materials & website
- projects & office management ensured successful project implementation & satisfied clients

Interior Design duties

- AutoCAD drawings & visuals
- design research & concept presentations
- updating material library
- site surveys & supervision
- promo materials & web design
- preparing artwork for print

Office duties

- PA responsibilities & admin.
- liaising with clients & suppliers
- quotes requests, POs, tracing
- completing project schedules
- problem solving
- attending industry events
- marketing & CRM & IT

2004 - 2009

Renata Snablova Dance Studio, Czech Republic.**Assistant Dance Teacher - Volunteering**

- choreographed numerous routines & led rehearsals
- developed dancers' skills & future lead dancers
- repeatedly performed with famous Czech singers
- opened International Children Film Festivals in Zlín
- appeared in Street Dance 2 3D movie
- teaching technique & choreographing routines for children & teens
- lead dancer & team leader responsibilities
- assisting with studio management & marketing
- coordination at shows & dance camps
- storytelling & costume design

EDUCATION

2019

IBM Enterprise Design Thinking Co-Creator.

2017

AKCENT, IH Prague, Czech Republic - CELTA.

2016

University of the Arts London - Central Saint Martin's, UK.**Service Design course**

- design research tools & methodologies
- field research
- user journey mapping
- personas
- touchpoints
- ideation
- blueprinting
- prototyping
- service proposal
- Value Proposition Canvas
- Business Model Canvas

2016

The Higher Education Academy - Associate Fellow Certificate.

2016

CIM Marketing Principles Certificate.

2012 - 2013

**University College London - The Bartlett, UK.****MSc International Real Estate and Planning****Modules included**

- Project Management
- Development Projects
- Urban Design - Place Making
- Comparative Urban Projects
- Introduction to Property Investment
- Real Estate Appraisal
- Planning Practices in Europe
- Critical Debates in Real Estate
- Dissertation: "Value of top-end interior design in residential property developments"

2014

APM Project Management Qualification.

2013

APM Introductory Certificate in Project Management.

2009 - 2012

**London Metropolitan University, UK.****First Class BA (Hons) Interior Design and Technology and Marketing****Modules included**

- Sketching Life and Environment
- Creative Lighting
- Colour in Interiors
- Advanced Computer Modelling Techniques
- Strategic Marketing
- Marketing Planning and Control
- Marketing Communications
- Services Marketing
- Impact and Professionalism
- Introduction to Business Law
- Global Challenges for Business, Management and Leadership
- Quantitative Analysis
- Business Finance

2008 - 2009

**Lorenzo de' Medici, Italy.****Study Certificate of Interior Design Fall 2008 & Spring 2009****Modules included**

- Interior Design
- Design Materials
- Perspective Drawing and Rendering
- CAD for Interior Design
- Palaces of Florence
- Italian Language

LANGUAGESFluent/
Native

P - I

TECHNICAL PROFICIENCY

Design

Creativity

Academia & Business

AWARDS"Tomorrow's Workplace"
shortlisted**INTERESTS**

Dance

Yoga

Ice-skating

Skiing

Swimming

Reading

Travelling

Cooking

New Tech

Photography

Art

Sketching

Nail Art