

L'uboš Krupiczer

Senior graphic and web designer / UX/UI / design systems

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krupiczer.com

Designing since 2000, I bring experience in television graphics, branding and print to digital products. Since April 2025, I have continued as an external design collaborator, building on my in-house work at iDNES.cz, including graphics team leadership.

SELECTED EXPERIENCE

iDNES.cz / MAFRA · 04/2025 - present / external

External designer building on extensive experience with editorial products. Shared design system for iDNES.cz, Lidovky.cz and Esprit: semantic roles, components, variables, documentation and collaboration with development.

iDNES.cz / MAFRA · 01/2019 - 03/2025 / in-house

Web designer, lead designer and graphics team leader. Editorial website interfaces and collaboration with development.

Independent design practice · Since 2006

Working as Lumir.Design since 2016. Visual identities, UX/UI and websites, books, magazines and campaigns. Since 04/2025, this also includes work for iDNES.cz.

J.A.M. Film 1999 s.r.o. · 2003 - 2006

Graphic designer. Television graphics and programme visual design.

Slovenská televízia · 2000 - 2003

Graphic designer. Daily graphics for news, current affairs and sport.

SELECTED PROJECTS

iDNES.cz / Lidovky.cz / Esprit / One shared system for three distinct brands.

MOBIL.CZ / Website redesign and ongoing interface development.

Gradeta / Visual identity and website for professional education.

Belasé legendy / Design of all 13 volumes in the book series, 2015-2022.

Goled / Visual identity and e-commerce UX/UI.

Pijeme.sk / Identity, campaigns and website for a delivery service.

EXPERTISE AND TOOLS

Figma: components, variables, semantic roles and design systems. UX/UI, responsive websites, visual identities, typography, book and magazine design. Adobe Photoshop, InDesign and Creative Suite. Animation and video editing.

EDUCATION

SPŠE Zochova · 1994 - 1998