

# Zuzana Hrušovská

I turn messy B2B problems into clear product direction through design, strategy, and whatever it takes.

## EXPERIENCE

### Staff Product Designer at Pleo

Nov 2024 - Mar 2026

Led end-to-end design and direction for the Partner Experience team, a PLG team serving accounting partners and bookkeepers. Owned problem framing, discovery, metric definition, prioritisation, and roadmap shaping alongside the engineering manager.

**Key outcomes:** Defined user-centric strategy and leading & lagging metrics; designed the Bookkeeping Overview as the central dashboard for partner bookkeepers to triage client work and close books across multiple clients. Redesigned partner verification end-to-end to filter for licensed bookkeepers, reducing unqualified signups and improving partner quality.

### Product Design Lead at Mews

Sep 2022 - Oct 2024

Led a team of 6 product designers across the Mews B2B platform, overseeing strategic design initiatives across multiple product teams. Shaped hiring, onboarding, and design process across research, design systems, and solutions teams.

**Key outcomes:** Led foundational discovery on group management that shaped long-term strategy. Designed the scaled group bookings experience — re-engaging key prospects, driving incremental revenue, unlocking a new customer segment, and resulting in a dedicated team being formed around the domain. Defined a unified creation pattern across multiple platform domains, giving the design system a reusable foundation.

### Senior Product Designer at Mews

Mar 2021 - Aug 2022

End-to-end design in cross-functional product trios; discovery, research, usability testing, workshop facilitation, and delivery. Set success metrics and evaluated outcomes.

### Product Designer at Mews

Mar 2019 - Feb 2021

### Junior UX Designer at SYMBIO agency

Apr 2017 - Jan 2019

### Design Consultant at GreyCortex

Feb 2017 - June 2018

### UX Design Intern at O2 Czech Republic

Sep 2015 - Mar 2017

## CONTACT

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## TALKS

Collaboration in Product Trios

May 2024 | Product Tank London

Product First Design System

October 2023 | Prague Event by Ataccama

Importance of deleting stuff

March 2023 | Internal Conference MewsCon

## EDUCATION

Service science, management and engineering

Master's degree

Masaryk University | 2016 - 2018

Applied informatics, focused on Graphic Design

Bachelor's degree

Masaryk University | 2011 - 2015