



Markus Rozkalns

AI-accelerated UX/UI designer

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Riga, Latvia · regularly in Zurich, Switzerland

English · German · Latvian

Profile

UX/UI designer for complex, high-stakes products, from field research to shipped interface and design system. Most recently at Loft Dynamics in Switzerland, designing the instructor station and pilot portal for EASA and FAA qualified VR flight simulators.



Instructor Operating Station for Loft Dynamics VR flight simulators · Switzerland

Experience

Loft Dynamics · Dübendorf, Switzerland

Jul 2024 – Sep 2026

Maker of EASA and FAA qualified VR flight simulators · 120 staff, 30 engineers (10 software)
Freelance contract, Apr 2025 – Sep 2026, about one week a month on site; website from Jul 2024 via Graftik. Ended due to organizational changes.

- **Instructor Operating Station, helicopter (redesign, shipped).** Primary UX designer on the page-by-page redesign. The weather page went from five tabs to one altitude-based page with METAR, multi-location weather and drag-and-drop layers, built on 30+ instructor and pilot interviews.
- **Touch IOS for helicopter and fixed-wing (new product, concept).** Lead UX, about 60% of the UX work in a three-person team. Field research at Alaska Airlines in Seattle and Lufthansa Aviation Training in Zurich; defined and presented eight design pillars.
- **LoftHUB (redesign, shipped).** Turned an unused customer portal into a pilot debriefing tool with route maps, simulator data, VR video and a maneuver timeline. Led the naming workshop.
- **Website and brand (redesign and rebrand, shipped).** Led stakeholder interviews, the ICP-driven website and the brand refresh: +30% traffic and +10 percentage points in conversion rate the following year.

Art Academy of Latvia · Riga

Sep 2016 – now

Latvia's state art university · Docent, UX/UI and digital design

- Teach 2nd and 3rd-year BA students and supervise BA theses. Led the student project EMORI, winner of a Red Dot Award 2023.

Experience, continued

Graftik · Riga

Sep 2009 – Oct 2025

Design studio · team of 10–20, 5 engineers

Founder. Led UX/UI projects for clients in Latvia and abroad, including IIHF and Asya. Left when I sold the studio in October 2025.

Selected projects

2026 Hardware UX	Vivi ticket validators · Latvia Project lead, UX and UI designer. One visual cue, found through research on trains, made the instruction sheet unnecessary.
2022–2025 New product	Human Rights Guide · EU UX and UI designer, with an external strategist, a UI designer and a PM. An expandable system that grew from 1 to 12 countries. Erasmus+ Quality Award 2024.
2021–2023 Platform build	IIHF World Championship ticketing · Switzerland UX/UI designer, front end · via Graftik. Riga ticket site for three IIHF events on an external API; 167k tickets sold in 2023.
2020–2021 Redesign	Metrohm global website · Switzerland Supporting designer (about 70% UI, 30% UX) under a lead UX designer. A user-tested instrument filter: fewer clicks and less time to the right product.
2020 New product	Asya, AI conversation coach · Latvia UX lead (a UI designer did the visuals) · via Graftik. A conversation shown as a blooming flower. Latvian National Design Award 2020.
2016–2020 Design system	DNB Bank, three Baltic websites · Baltics Project lead and UX lead (a UI designer did the visuals). Websites and design system for three countries, still live as Luminor's website.
2016–2026 Data visualization	Bank of Latvia money museum · Latvia Project lead and UX designer, data visualization. A walk-up data tool comparing indicators across Europe; still running, updated twice a year.
More	Roche personalized health campaign (Switzerland), Theapolis theatre network (Germany) and more, with case studies at www.rozkalns.design .

Recognition, training and reference

AI for Executives Program UC Berkeley Haas School of Business · certificate, Nov 2025	Erasmus+ Quality Award 2024 Human Rights Guide
Red Dot Award 2023 EMORI, student project I led at the Art Academy of Latvia	Latvian National Design Award 2020 Asya
Reference Confirmation of engagement from Loft Dynamics AG and a written reference from Fabi Riesen, founder and former CEO & CTO (both in German), available on request.	

Skills and tools

Research Stakeholder and user interviews, field observation, concept validation, usability tests, heuristic evaluation, WCAG 2.1 AA checks	Design Information architecture, user flows, prototyping, UI, design systems, data visualization, hardware UX, branding	Tools Figma, Sketch, Adobe XD, Photoshop, Illustrator, Premiere Pro, Notion, Dovetail, Slack, Linear, Jira, Trello, Claude, Codex
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