

Employment

UI Centric / Senior Designer

OCT 2020 - PRESENT, LONDON

Working on cross-platform digital products, experiences and design systems. Collaborating with in-house, external and client-side stakeholders, developers, product owners and other UX and product designers.

Defining relevant UX metrics, conducting research, identifying improvements and sharing learnings. Managing design delivery, running workshops, pitching, presenting. Creating working prototypes and demonstrating interactive design solutions. Clients: ViacomCBS, BAFTA, Iron Mountain, UEFA, BBC, Diageo, Pavilion, etc.

MyBuilder (IAC) / Product Designer

FEB 2020 - SEPT 2020, LONDON

I create delightful experiences and evolve existing features, turning conceptual ideas into reality. I work on UX and design processes, including wireframing, UI design and prototyping for applications that scale responsively without compromising on features or usability.

I create style guides & design systems to ensure consistency across brands and products. Responsible to put research insight into action. Map findings against business goals, and test and validate built features. My responsibilities also include branding and motion for UI, marketing and advertising.

S4M / Design Manager

SEP 2018 - JAN 2020, LONDON

I worked as the UK Design Lead responsible for the creative delivery (planning, prototyping, design, development and production) of programmatic ad campaigns for international clients. I created compelling visual narratives to communicate strategic solutions for location-based advertising.

I facilitated creative planning and reviews with internal and external stakeholders (including Mediacom, Total media, PHD, Ogilvy, MC Saachi, Disney, DELL, Tiffany & Co, TikTok, Unilever, Selfridges, Samsung) and created motion studies, researched and tested new ad formats, and mentored junior designers and account managers.

Research Now / Manager, Creative & Content

Digital Design Manager + Graphic Designer

JAN 2014 - AUG 2018, LONDON

Managed a creative team of five responsible for 11 consumer panel brands across 82 websites and 5+ million users. I also delivered solutions for American Airlines, Hilton Hotels & Resorts, Amazon Video, JetBlue, Norwegian Airlines among others.

I designed complete experiences from concept to prototype to final deliverables which included branding, websites, apps, digital products, storyboards, marketing collateral, and digital campaigns for programmatic and affiliate advertising.

Education

The Open University

BSc Hons Design & Innovation

SEP 2013 - PRESENT, LONDON

A design degree focusing on innovation, developing creative design thinking and practical work to address problems in every aspect of life, not just the creative industries.

TU Vienna

BA Architecture

SEP 2006 - MAY 2008, VIENNA

Tools

Sketch / Figma / Adobe Xd
Axure RP 9
InVision / Marvel / Zepelin
Photoshop
Illustrator
InDesign
Premiere Pro
After Effects
MS Office / G Suite
MacOS / Windows
Visual Studio Code

Languages

English
German
Hungarian
HTML + CSS
JavaScript

Skills

Graphic Design
Interaction Design
Motion Graphics
Video Editing
Design Thinking
User-Centered Design
Project Management
Team Management
Copywriting
Pitch Presentation
Photography
Sketching