

Mag. art.

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EDUCATION



MAG. ART
ACADEMY OF FINE ARTS, VIENNA (AT)
Studio of Expanded Pictorial Space, Prof. D. Richter



SEMESTER ABROAD
FH JOANNEUM, GRAZ (AT)
Design & Communication, Exhibition Design



MGR. ART
TECHNICAL UNIVERSITY, KOŠICE (SK)
Design & Fine Arts, Prof. A. Szentpétery



MATURA
HIGH SCHOOL OF ARTS & DESIGN, KEŽMAROK (SK)
Graphic Design

LANGUAGES



SK (C2)



CZ (C1)



EN (C1)



DE (B2.2)

TOOLKIT

UX/UI Tools



Figma



Adobe XD



Axure



Framer



Spline

Others



Adobe CC



Wordpress



UserTesting



VWO



MS Office

WORK EXPERIENCES



FEG (Fortuna Entertainment Group)
GROUP UX/UI Designer

As the Group UX/UI Designer at FEG, I shaped the main products in all the FEG brands (Fortuna, Casa Pariurilor and PSK).

Key Responsibilities:

- **Information Architecture:** Defined digital product structures and layouts.
- **Interaction Design:** Developed prototypes for web and native apps.
- **Token Based Design System:** Established a new headless design approach for FEG brands.
- **Usability Testing:** Gathered feedback to iterate and improve designs.

Project Highlights:

- **New Sports Betting Apps:** Based on the new token based design system, led to a quick re-fitting to other Brands and Themes
- **Ticket Arena:** Led successful design efforts achieving CSAT of 87%, Project resulting in revenue growth from the 1st day of the launch.
- **Forum 2.0:** Contributed to an engaging user community platform.

Additional Contributions:

- Advised other senior designers and mentored juniors.
- Collaborated closely with cross-functional teams.
- Managed projects from concept to delivery.



Solvedio
Lead UX/UI Designer

As the Lead UX/UI Designer in Solvedio, I led design efforts to design the first iteration of their DaaS platform

Key Responsibilities:

- **Design and Prototyping:** Translated product requirements into visually appealing interfaces using tools like Axure and Figma.
- **User Testing:** Gathered feedback through user testing sessions, iterating designs for optimal usability.
- **Sales Pitch Support:** Created rapid prototypes to showcase product features, contributing to winning clients like Tesla, Cloetta & T-Systems.
- **Webdesign:** Designed the platform's website.
- **Design System:** Established a design system for interface consistency and efficient design iteration.
- **Integration with Microsoft Teams:** Designed integration to enhance product accessibility within enterprise communication ecosystems.



2021-present

Userfy LLC

Founder

As the founder and lead designer of Userfy LLC, I oversee end-to-end design processes, ensuring immersive and user-friendly digital solutions that align with client objectives.

Key Services:

- **User Experience (UX) Design:** Crafting intuitive, user-centric digital experiences through research, architecture, and prototyping.
- **User Interface (UI) Design:** Creating visually stunning, functional designs that enhance brand identity and captivate audiences.
- **Branding:** Developing compelling brand identities and memorable logos tailored to client objectives.
- **Web Design and Development:** Designing custom websites optimized for performance and usability across platforms.
- **Interaction Design:** Creating engaging, intuitive interactions to elevate digital experiences and drive engagement.
- **User Testing:** Conducting comprehensive testing sessions to gather feedback and refine designs for optimal usability.
- **UX/UI Audits:** Assessing existing products and interfaces to identify areas for improvement and optimization.



2019-2022

BMC - Baumanagement Chmelar

Webdesigner & Product Designer

As the Product Designer at BMC – Baumanagement Chmelar, I spearheaded a comprehensive re-branding initiative aimed at revitalizing the company's visual identity and strengthening its online presence.

Key Responsibilities:

- **Re-branding:** Logo re-branding, creating cohesive visual assets, including presentation templates, logo animation, stamps, business cards and catalogues, ensuring consistency and professionalism in BMC's communication materials.
- **Web Design and Development:** I led the creation of BMC's user-friendly and visually appealing website, showcasing the company's portfolio and services effectively.
- **Interactive Google Ads:** I designed interactive HTML5 ads to boost BMC's online visibility and highlight its unique value proposition.



2015-2019

LinkResearchTools

Senior Product Designer

As the Senior Product Designer at LinkResearchTools, I designed the SaaS platform & Google Chrome Extensions

Product Design Highlights:

- **SaaS Application Design:** This involved conducting user testing and A/B testing to optimize the user experience and customer's needs
- **Google Chrome Extensions:** I designed all of LinkResearchTools' Google Chrome extensions, used by 100 000+ SEO experts all over the world achieving 4.8+ rating on the Google Web Store

Key Responsibilities:

- **Creative Direction:** As the senior product designer, I provided creative direction and guidance throughout the design process, ensuring alignment with LinkResearchTools' brand strategy and objectives.

FOCUS AREAS

- UX/UI
- Rapid Prototyping
- Motion Design
- CSS
- Interaction Design
- Wireframing
- Branding
- HTML

HOBBIES

- Climbing
- Hiking
- Painting
- Museums & Galleries
- Travelling