# GEORGE KOVÁCS

## Product Designer

I always search for occasions where I can make people's lives easier, turn complex problems and processes into comprehensible opportunities. When I design digital products I always keep in my mind that my design need to please the user, be feasible and help to reach business goals.

### Portfolio
georgekovacs.me

### Contact
jurikov@gmail.com

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### Skills

Visual & interaction design

Sketching/Wireframing

Prototyping

Usability evaluation

Interviewing

User testing

HTML/CSS

Workshop facilitation

UX copywriting

### Hobbies

My son, Miló

Street workout

Freediving

Playing guitar

### Self-employed, Freelancer - Product Designer
JAN 2018 - PRESENT, BUDAPEST, HUNGARY

I work as a product designer mostly in an association with 6 developers as YourCode Lab. I conducted and synthesised user interviews and usability tests, created business and competitor analysis, mapped out user journeys beside the regular UX and UI designer activities in the following fields:

- **Healthcare:** Lucy - Period calendar with unique disease detection. This is our own product currently only available on Android.
- **Transportation:** CleverWaste - Waste management and logistic system which optimizes resources and provides faster and better service for clients like Audi. Android and web applications.
- **Fintech:** KBC MobilBroker and WebBroker Pro - stock exchange mobile and web application. KBC is one of the biggest service providers in Hungary.

### Crimson Education - Senior Product Designer
NOV 2016 - DEC 2017, AUCKLAND, NEW ZEALAND

Crimson Education is the fastest growing startup in New Zealand. The **edutech** company helps students to get into the best universities in the world.

My role was to lead the design of the internal learning management system and the redesign of the marketing website. Our team was made of 4 designers. We closely worked together with the developer team in agile method.

### Roam - UX/UI Designer
MAY 2016 - OCT 2016, AUCKLAND, NEW ZEALAND

Roam is a 40 person digital product studio based in Auckland, New Zealand. I was working as a UX and UI designer on the following products:

- **Fintech:** Simply Payroll app and landing page (now it's PaySauce)
- **Sport:** ForceFit app helps in the preparation for the physical test of the New Zealand Defence Force
- **Transportation:** LeasePlan app which helps the leasing company's clients if trouble happened or services are due on their car

### UXstudio - UX/UI Designer and Project manager
SEP 2014 - APR 2016,  BUDAPEST, HUNGARY

UX Studio is a Budapest based 25 person UX design team creating digital products from prototype to pixel-perfect UI through continuous research.

- **Travel:** Liligo app and website helps you to find the best flight ticket
- **Fintech:** KBC Equitas - WebBroker - stock exchange web platform for one of the biggest provider in Hungary

### Ulpius-ház Publishing - Art director and graphic designer
SEP 2010 - MAR 2015,  BUDAPEST, HUNGARY

Ulpius-ház was one of the biggest book publishing company in Hungary. I designed hundreds of book covers and marketing materials.

- A dozen books on top of the Hungarian bestseller lists.
- 3 books got the Golden Book prize by Libri

### Raster Studio - Graphic designer
SEP 2008 - AUG 2010,  KECSKEMET, HUNGARY

- Numerous print and web projects: branding, layout design, packaging design
- Client management, graphic design and preparation for press

## Education

**AMI Sopron, NYME /** Master of Industrial Design, Packaging Design Major

SEP 2003 - JUN 2008,  SOPRON, HUNGARY

## Awards

- Hungarian Design Award, special prize 2009
- MAOE (Hungarian Artist Association) diploma prize 2008