



George Kovacs

Product Designer

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I'm a product designer with 8+ years of experience. I've worked on more than 20 products covering every phase of the product life cycle in multiple industries like Healthcare, Finance, and E-commerce.

I'm good at unwrapping complex problems and turning them into comprehensible interfaces. I believe good user experience is teamwork with users through continuous experiments. The design needs to please the user, be feasible and help to reach business goals.

Education

Master of Industrial Design
AMI Sopron, NYME
2003-2008 Sopron, Hungary

Languages

Hungarian: Native
English: Full professional

Awards

100 Days. 100 Commissions.
By Affinity Designer
2020

Hungarian Design Award,
Special prize
2009

MAOE diploma prize
2008

Senior Product Designer - Freelancer

JAN 2018 - PRESENT, BUDAPEST, HUNGARY

Lucy • 2018 - PRESENT

Lucy - A period tracker that also detects specific genealogical dysfunctions. It's our own product with Codingo, a digital product studio. We won an EU fund to help the research for finding new indicators of endometriosis.

I planned business strategy, conducted and synthesized user interviews and usability tests, created business and competitor analysis, and mapped out user journeys besides the regular UX and UI designer activities.

Stylehub • 2019 - PRESENT

Stylehub is an e-commerce platform tailored for fashion and design.

I designed the whole admin interface from scratch in close cooperation with the PO. I had to come up with UX and UI concepts and build the design system. We continuously revamp the interface based on users' feedback after the release.

KBC Equitas- MobilBroker & WebBroker Pro • 2018 & 2019

KBC is one of the biggest stock exchange providers in Hungary. The MobilBroker app and the WebBroker Pro website won an award as the best stock exchange platform in Hungary in 2020.

I worked together with the PO and the brokerage leaders. I mapped out the specifications and carried out task analysis and user journeys based on their feedback. I conducted usability tests. Based on the results I iterated on the prototype. The high-fidelity UI was ready in 2 months.

Competencies

- Visual & interaction design
- Sketching / Wireframing
- Prototyping
- Interviewing
- Usability testing
- Workshop facilitation
- UX copywriting
- Persona creation
- User journey mapping
- Design systems
- HTML/CSS

Hobbies

- My sons Miló & Leó
- Street workout
- Freediving
- Playing guitar

CleverWaste • 2018-2020

CleverWaste for Büchl - a waste management and logistic system for clients like Audi. Android and web apps made with the Codingo team.

Based on interviews with logisticians, I figured out how to break down their processes into atomic elements and make them digitally representable.

Career site of Magyar Telekom • 2021 - 2 months

I had to redesign the career site of Magyar Telekom with BoldX

Based on discovery research we found how job seekers search for positions and what are their key decision points. I led usability tests and created prototypes and high-fidelity UI aligning with the web building blocks of Magyar Telekom.

Senior Product Designer • Crimson Education

NOV 2016 - DEC 2017 • AUCKLAND, NEW ZEALAND

Crimson Education is an edutech startup.

Our team was made of 4 designers. I mentored two junior designers. We designed the internal learning management system and redesigned the marketing website. I conducted usability tests. We closely worked together with the developer team.

UX/UI Designer • Roam

MAY 2016 - OCT 2016 • AUCKLAND, NEW ZEALAND

Roam is a digital product studio. I was working on Simply Payroll, ForceFit, and LeasePlan projects.

I mapped business processes to plan user journeys and made a clickable prototype in a short time. I finished the final UI after several consultations with the client.

UX/UI Designer & Project manager • UXstudio

SEP 2014 - APR 2016 • BUDAPEST, HUNGARY

UXstudio is a Budapest-based digital agency. I worked on Liligo and KBC Equitas - WebBroker besides multiple other projects.

I did project management, user journeys, wireframing, prototyping, and final UI. At every phase of the projects, I closely worked together with POs, researchers, and developers.

Art director & Graphic designer • Ulpius-ház Publishing

SEP 2010 - MAR 2015 • BUDAPEST, HUNGARY

Ulpius-ház was one of the biggest book publishing companies in Hungary.

I designed hundreds of book covers and marketing materials. A dozen books designed by me ended up as a bestseller. Three of them got the Golden Book prize from Libri.