



George Kovacs

Senior Product Designer

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I am a product designer with over 10 years of experience, having worked on 20+ products across industries like healthcare, finance, industry 4.0, and e-commerce, covering all stages of the product lifecycle.

I excel at breaking down complex problems and transforming them into clear, intuitive interfaces. To me, great design is a collaborative effort with users, refined through continuous experimentation. A successful design not only delights the user but is also practical and aligned with business objectives.

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 - Vital.io

OCT 2022 - OCT 2024 • AUCKLAND, NEW ZEALAND (remote)

At [Vital.io](#), I led design initiatives that significantly improved patient outcomes and healthcare workflows across multiple projects, including AccessAdvisor, which increased ER follow-up appointment completion rates from 3% to 30%, reducing readmission risks and lowering costs.

- **AccessAdvisor:** Boosted ER follow-up rates 10x by simplifying scheduling for patients, reducing drop-offs and enhancing care.
- **AI-Powered Video Education:** Delivered a video education feature with 90% relevancy, ensuring patients received highly tailored content.
- **Doctor-to-Patient Translator:** Worked on an AI tool to convert medical jargon into simple language, improving patient understanding.
- **Incidental Findings Workflow:** Created a streamlined workflow for handling unexpected radiology results.

Senior Product Designer - Freelancer

JAN 2018 - OCT 2022, BUDAPEST, HUNGARY

Lucy • 2018 - PRESENT

Lucy - A period tracker app that detects specific genealogical dysfunctions. Co-created with [Codingo](#), it secured EU funding for endometriosis research. Led business strategy, user interviews, usability testing, and competitor analysis. Mapped user journeys and performed UX/UI design tasks.

Stylehub • 2019 - 2021

Stylehub was an e-commerce platform tailored for fashion and design. Designed the admin interface from scratch, collaborating with the PO. Created UX/UI concepts and established the design system. Continuously improved the interface based on user feedback.

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
- Hiking
- Street workout
- Playing guitar

KBC Equitas - MobilBroker & WebBroker Pro • 2018 & 2019

MobilBroker app and the WebBroker Pro website: Award-winning (2020) stock trading platforms for KBC Equitas, one of Hungary's largest stock exchange providers.

Collaborated with the PO and brokerage leaders to define specs, conduct task analysis, and map user journeys. Led usability tests and iterated designs, completing high-fidelity UI in 2 months.

CleverWaste • 2018-2020

CleverWaste - a waste management system for Büchl, with clients like Audi. Worked with logisticians to digitize their processes into manageable elements for Android and web apps made by the Codingo team

Career site of Magyar Telekom • 2021 - 2 months

Redesigned the career site in collaboration with Judit Kun - BoldX. Conducted discovery research to understand job seekers' behaviors. Led usability tests and created high-fidelity UI aligned with Magyar Telekom's web standards.

Senior Product Designer • Crimson Education

NOV 2016 - DEC 2017 • AUCKLAND, NEW ZEALAND

Crimson Education is an edutech startup. Led a design team of four, mentoring two junior designers. Redesigned the marketing website and internal learning management system.

UX/UI Designer • Roam

MAY 2016 - OCT 2016 • AUCKLAND, NEW ZEALAND

Roam is a digital product studio. I worked on Simply Payroll, ForceFit, and LeasePlan projects, mapping user journeys and developing clickable prototypes.

UX/UI Designer & Project manager • UXstudio

SEP 2014 - APR 2016 • BUDAPEST, HUNGARY

UXstudio is a Budapest-based digital agency. Worked on projects for Liligo and KBC Equitas - WebBroker besides many. Managed project phases from wireframing to final UI, collaborating 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. Designed hundreds of book covers and marketing materials, with several becoming bestsellers. Three titles won the Golden Book prize from Libri.