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.

Senior Product Designer and UX Researcher - Concorde Group

JAN 2025 - now • BUDAPEST, HUNGARY (remote) Con.hu

Led the end-to-end UX design and research of a cross-platform stock exchange trading platform (web + mobile) as the solo designer, covering discovery, strategy, and delivery.

Conducted user interviews and usability tests to uncover customer needs and trading pain points, informing flows for onboarding, order types, and portfolio management.

Created wireframes, prototypes, and high-fidelity designs, translating complex financial concepts into intuitive experiences while aligning with business and compliance requirements.

Senior Product Designer - Meridian Energy (through Clearpoint)

MAY 2025 - now • AUCKLAND, NEW ZEALAND (remote)

Partnered with a cross-functional team to design native Android/iOS apps and a desktop web app. Delivered intuitive usage visualizations (bar charts, heat maps, rate breakdowns) and ran usability tests with rapid prototyping to validate ideas. Strengthened the design system with reusable components, improving product consistency and delivery speed.

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.

KBC Equitas - MobilBroker & WebBroker Pro • 2018 & 2019

[MobilBroker](#) app and the [WebBroker Pro](#) website: [Award-winning](#) (2020, 2021, 2022) 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.

Education

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

Awards

- Equity Trading Platform of the Year - MobilBroker - WebBroker - KBC Securities
  By BÉT Award, 2020, 2021, 2022
- 100 Days. 100 Commissions By Affinity Designer 2020
- Hungarian Design Award, Special prize 2009
- MAOE diploma prize 2008