

Gergő Zábó

8 September 1990

INFJ personality

Budapest, Hungary

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Work Experience

2017– **Graphic Designer** *Tricky Communications* ↗

- Creating online, social media and print advertisement materials
- Working on international brands such as Nikon, Generali and Nespresso
- Designing websites for integrated advertisement campaigns

2016– **Graphic and Web Designer** *Freelancer*

- Creating images and identities for corporate and state organizations
- Researching, testing and redesigning the UX of complex webshops

2014–2016 **Art Director, Editor-in-Chief** *ELTE BTK Pesti Bölcsész Magazine*

- Directed and oversaw the whole editorial process
- Typeset and prepared print materials
- Redesigned the magazine and doubled the number of copies sold

2013 **Junior Web Developer** *Mito. Clever things.* ↗

- Directed the development of huge scale webshops
- Trained HTML5 and Sass to new colleagues to increase team productivity
- Standardized new and innovative development practices
- Participated in different kinds of development and project environments

2012 **Graphic and Web Designer** *Everengine* ↗

- Redesigned the UI of in-house CMS, halved its page load time
- Created and redesigned images and identities of corporate brands

2011–2012 **Web Development and Technology Instructor** *BMSZC*

- Taught web development and programming practices
- Gave lectures on the history of web standards

Education

- 2016– **Design and Art Theory BA, Design Theory MA**
Moholy-Nagy University of Art and Design Budapest
- **Courses:** Contemporary Design Culture, Design History, Visual Culture
 - Taking part in the organizing of a public event series on design theory
 - Gave lectures on inclusive design, data visualization and architecture
- 2014–2016 **Linguistics and Literature BA** (GPA: 4,48)
Eötvös Loránd University Faculty of Humanities
- **Minor:** Film Theory and History
 - **Thesis:** Literature and Typography: Typography as Paratext
 - **Courses:** Semiotic and Pragmatic Studies, Applied Arts and Design History, History of Philosophy, Montage Theory, Contemporary Art History
- 2011–2013 **Press Technician VE** (exam rate: 92%)
University of West Hungary Savaria Campus
- **Thesis:** Typography on the Internet: Readability and Legibility
 - **Courses:** Branding and Design, Web Design, Public Relations Theory, Introduction to Press Techniques, Typography, Media Design
- 2010–2011 **Webmaster VE** (exam rate: 90%)
Technical and Vocational Training Centre Budapest
- **Courses:** Web Development, Programming, (HTML, CSS, Javascript), Web Design, Linux Servers, Project Management

Skills

Languages

- English (C1 effective operational proficiency)
- German (Basic knowledge)
- Hungarian (Native knowledge)

Tools

- Adobe Photoshop, Illustrator, InDesign, Acrobat Pro
- HTML, CSS, Sass, Git, WordPress, HTML5 Boilerplate, Sublime Text 3, Zeplin

Certifications and Prizes

- European Computer Driving Licence (ECDL)
- CISCO IT Essentials Certificate
- Digital Analytics Fundamentals
- Category B (Car) Driving Licence
- Competiton: www.elte.hu Website Redesign Ideas: 3rd Place

Professional Skills

- Expert knowledge of typography, graphic design and print technologies
- Experience in different kinds of editorial and development processes
- In-depth knowledge of POSh and progressive enhancement
- Knowledge of mobile first responsive web design and SEO
- Working as a graphic designer for nonprofit organizations
- Using inclusive design approach when facing design problems
- Well read in the topics of UX design and information architecture
- Official member of AIGA és ATypI
- Giving talks about typography and design at academic and professional conferences

Hobbies

- Watching every single gangster movie, Playing indie video games
- Photography, Journalism, Skateboarding (since 2002)
- Collecting books on literature, design theory and typography

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