

# Gergő Zábó

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[Portfolio](#) ↗

[LinkedIn](#) ↗



## Work Experience

- 2019– **Digital Designer (Senior Digital Designer since 2021)** *VMLY&R* ↗
- Designing websites, user interfaces and experiences for global brands
  - Creating visuals for local and global ad campaigns
- 2017–2019 **Graphic Designer** *Tricky Communications* ↗
- Designing websites, images & identities for integrated ad campaigns
  - Creating online, social media and print advertisement materials
- 2016–2017 **Graphic & Web Designer** *Freelancer*
- Researching, testing and redesigning complex webshops
  - Creating images and identities for corporate and state organizations
- 2014–2016 **Graphic Designer, Editorial Director** *ELTE BTK Pesti Bölcsész Magazine*
- Managing the publishing process of a magazine from start to finish
  - Typesetting print materials, art directing university publications
  - Designing identities for conferences and events
- 2013 **Junior Web Developer** *Mito. Clever things.* ↗
- Developing the front end of huge scale global and local websites
  - Standardizing new and innovative development practices
- 2012 **Graphic & Web Designer** *Everengine* ↗
- Redesigning the UI of in-house CMS, halving its page load time
  - Creating and redesigning images and identities of corporate brands

# Education

- 2020 **Digital Product (UX/UI) Designer**  
*Moholy-Nagy University of Art and Design Budapest*
- Prototyping a desktop app to help the design process of public spaces
  - **Experience in:** research, interviewing, wireframing, prototyping, user interface design and usability testing
- 2017–2019 **Design Theory MA**  
*Moholy-Nagy University of Art and Design Budapest*
- **Courses:** Contemporary Design Culture, Design History, Visual Culture
  - Taking part in the organisation of a public event series on design theory
  - Giving lectures on inclusive design, data visualization and architecture
  - **Thesis:** The Papp Group: Graphic Design Exhibitions in the '60s and '70s
- 2014–2016 **Linguistics and Literature BA**  
*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**  
*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**  
*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

- Figma & FigJam, Miro, Zeplin, Adobe XD, Sketch
- Adobe Photoshop, Illustrator, InDesign, Acrobat Pro

## Certifications

- European Computer Driving Licence (ECDL)
- CISCO IT Essentials Certificate
- Digital Analytics Fundamentals
- Category B (Car) Driving Licence

## Professional Skills

- Designing digital products, websites and design systems
- Creating images and identities for brands with a digital focus
- Expert knowledge of typography, graphic design, web and print technologies
- Experience with different kinds of editorial and development processes
- In-depth knowledge of POH, sustainable web design and progressive enhancement
- Knowledge of mobile first responsive web design, accessibility and SEO

Budapest, 13 November 2022.

*Gergő Zámbo*

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