



# Áron Földes

Digital Product Designer

## Personal Statement

I am a passionate digital product designer and UX researcher with 8 years of work experience in various industries. I have been working with different areas, such as user experience development for user centric designs, branding projects, social media content management or digital marketing.

## Experience

### UX/UI Designer

#### Deutsche Telekom IT Solutions | Budapest, HU

November 2024 - Present

- Translating business analysts' requirements into clear design solutions for the Business Service Portal
- Conducting UX research to understand and define the platform's target audience and user needs
- Designing pixel-perfect interfaces for the Business Service Portal using the ODS design system, maintaining detail and brand consistency
- Collaborating with product owners, business analysts, developers, and testers to deliver integrated, high-quality experiences

### UX/UI Designer

#### Raiffeisen Bank | Budapest, HU

August 2022 - October 2024

- Receiving and processing demands from business analysts
- Conducting UX researches and analysis of the target group
- Creating pixel precise UI designs for myRaiffeisen mobile app and for online portal
- Constant collaboration with business analysts, developers and testers
- Taking a key role in the migration from Sketch to Figma and the refinement of the design system for myRaiffeisen mobile banking app

### UX Researcher & UI Designer

#### eSHARE - NYC Gov. Healthcare Department | Remote

September 2022 - 2023 June

- Complete re-design of the whole EMR platform
- From heuristic evaluation through user and stakeholder interviews and synthesization of the outcomes
- Conceptualisation of new features based on user needs with involvement of users, stakeholders and program managers. E.g.: Establishment of an analytical dashboard, duplicate merging tool and many more
- Creation of the dedicated design system in harmony with the brand with layout structure patterns
- User testing sessions with iteration

### Webmaster & UX Designer

#### Global Startup Awards | Copenhagen, DK

October 2020 - January 2022

- Maintenance of the websites for Global Startup Awards - 11 regional WordPress websites and 1 global SquareSpace website
- UX refinement of the competition system where the nominations and votings are handled

## Contact

### Address

HUNGARY | Budapest

### Web

[www.aronfoldes.com](http://www.aronfoldes.com)

### LinkedIn

<https://www.linkedin.com/in/aron-foldes/>

## Hard skills

### Principles

UX Research  
UI Design  
User interviews  
Prototyping  
Usability and A/B Testing  
SCRUM  
Agile Project Management  
Facilitating brainstorming  
Design Thinking  
Color theory, Typography  
Branding & Marketing  
Presentation techniques

### Technical

Figma  
Sketch  
Adobe XD  
Relevant AI Tools  
Adobe Illustrator  
Adobe Photoshop  
HTML & CSS  
Jira, Confluence  
Trello, Miro  
Mac OS X / iOS  
iWork / Office  
iMovie



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## Experience

### UX/UI Designer for SaaS

#### Memorix.dk - Educational platform | Copenhagen, DK

July - November of 2019

- Leadership of the redesign for the complete user interface
- UX research, interviews, prototyping, usability testings
- UI design and preparation of UI assets for development
- Collaborative work with developers, designers, stakeholders and users
- Due to the improvements the company has received DKK 0.5 mn funds
- Planned, designed and prototyped an AR app as a spin-off product

### Freelance Graphic & Web Designer

#### www.aronfoldes.com

Since 2017

- Design of logos, packages
- Development of websites
- Creation of various social media contents

### Web Designer & Content Creator Intern

#### Super 11 | Budapest, HU

June - Sept. 2016 & Jan. - June 2017

- Design and development of CMS websites (Wordpress) for smaller companies
- Management of social media contents and newsletters, main clients:  
Akzo Nobel group (wall, metal & wood paints) in Hungary and Angel Films
- Specification documentation for SaaS

## Awards

### MVM Edison startup contest

#### Co-financed solar energy farms | 3rd prize

2020

- Business & Design development contest for startup ideas
- Creation of MVP based on market and target group research
- Presentation of the the complete idea as a pitch

## Education

### Advanced UX design course

#### Københavns Erhvervsakademi - KEA | Copenhagen, DK

May - July, 2021 / Grade: 12 (A)

2 months course (university approved), under the OpenEducation Act

### Digital Concept Development (BA)

#### Zealand Institute of Business and Technology | Køge, DK

Sept. 2018 - Jan. 2020

### Multimedia Design & Communication

#### Lillebælt Academy of Applied Sciences (UCL) | Odense, DK

Sept. 2015 - June 2017

## Soft skills

Analytical approach  
Problem solving  
Team- and individual work  
Empathy

## Languages

### English

Advanced

### Hungarian

Native

## Interests

Travelling  
3D printing  
Music  
Cooking  
Tennis  
Skiing