



RESUME OF
NORA GASPARIK

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ABOUT

I have over 12 years of experience in UX and customer experience design, design thinking and interface design. I have strong analytical and problem-solving skills, experience with smart collaboration, design workshops and relationship management. I've been working in agile and lean environments for almost a decade, both at startups and enterprise corporations. I use a variety of UX, research and discovery tools in different combinations to support communication, shared understanding and problem-solving the most efficient way.

COLLABORATION

- Workshops
- Constructive Design Critique
- Strategy & Vision Presentation
- Design Sprints
- Collaborative Storyboarding
- UXPin, Abstract & Zeplin for technical collaboration

RESEARCH

- Cafe & Diary Study
- Task Analysis
- Persona Hypothesis
- Cognitive Walkthrough
- User Interviews
- Thematic data analysis
- Multivariate Testing

PROTOTYPING

- Justinmind
- Axure
- InVision
- Keynote

INTERFACE DESIGN

- Sketch
- Figma
- InVision Studio
- Framer X

EDUCATION

Dún Laoghaire Institute of Art, Design + Technology
MSc in Cyberpsychology – part time, in progress

Dublin Institute of Technology
Digital Technology, Design & Innovation
Bachelor of Science, 1st Class Honours with Distinction

Moholy-Nagy University of Art and Design, Budapest
Typography

Széchenyi István University, Győr
Civil Engineering

CERTIFICATES

Human-Computer Intercation, Graphic Design, Software Development, Design Thinking, Psychology of Interaction Design, Affordances: Designing Intuitive User Interfaces

- 2019–
Product Design Lead
Brightflag
- 🎓 2019–
MSc in Cyberpsychology
Dún Laoghaire Institute of Art, Design + Technology
- 2017–2019
Senior Product Designer
Spencer Stuart International
- 🎓 **BSc in Digital Technology, Design & Innovation**
Dublin Institute of Technology
- 2015–2016
Product Design Lead
Genero Group Digital Agency
- 2013–2014
Senior UX Designer
NovuSoftware Ltd
- 🎓 **Typography**
Moholy-Nagy University of Art and Design
- 2011–2013
Product Design Consultant
Several Startups
- 2007–2011
UX/UI Designer
Docler Holding Zrt. Escalion S.à r.l.
- 2006–2007
Digital Designer
UHT Digital Agency
- 🎓 **Civil Engineering**
Széchenyi István University, Győr

LATEST JOBS

Brightflag
Product Design Lead
2019 July –

Brightflag is the enterprise legal management (ELM) platform for corporate legal teams who want to operate more efficiently, collaborate with external service providers more effectively, and partner with business leaders more strategically.

- Introducing product design as a function at the company;
- Working closely with C-level management to understand product and sales strategy and aligning research and product design;
- Service design blueprinting and design thinking workshops to drive change, how we work together, flash out inconsistencies and improve the existing features;
- As the company just started to use Scrum, setting up dual-track agile for discovery track & delivery track in collaboration with the product managers;
- Defining the platform's design system;
- Managing front-end engineers implementing the design system;
- Introducing best practices for product and user research.

Spencer Stuart International
Senior Product Designer
2017 – 2019

Quest is a data-heavy enterprise application for web, tablet and mobile. It supports business processes such as progress tracking, reporting, finance, and invoicing. I have also introduced the Design Sprint at the company as a fast product discovery tool.

I'm responsible for the design system initiative to allow designers to build consistent interfaces faster and collaborate on designs with Sketch and Abstract.

- Working with business stakeholders to understand and align the business- and service design goals with the product and user goals;
- Conducting user interviews, contextual inquiries and user shadowing sessions to understand the current workflows and difficulties;
- Tracking features with monitoring tools and gathering data with in-app surveys and NPS;
- Facilitating workshops and solution sessions;
- Developing personas, empathy maps, user journeys, storyboards and task flows, and translate them to screen flows;
- Building and test prototypes and UIs;
- Collaborating with the development teams to understand technical requirements and feasibility;
- Defining epics, stories, themes, and initiatives along with product managers and product owners;
- Participate in writing acceptance criteria and testing against it.

Genero Group
Product Design Lead
2015 – 2016

I worked in active collaboration with social researchers, UI designers, and development teams on high-end design solutions. The agency's biggest client was the largest Hungarian bank, OTP.

- Redesign of the internet banking applications for both private and corporate accounts;
- Design cross-platform mobile banking and wallet applications;
- Conduct a focus group testing of 200 unique users;
- Field research, task-based user testing and prototype testing.

NovuSoftware Ltd.
Senior UX Designer
2013 – 2014

I worked with scrum teams closely with front-end and back-end developers on several in-house projects, primarily of an online traffic management system.

- Quantitative research methods, data- and search log analysis;
- Translate the findings to user journeys, task flows and wireframes;
- Rapid prototyping and remote user testing;
- User interface design.