

DENES HETENYI

DIGITAL PRODUCT DESIGNER

hello@deneshetyi.com
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+36 70 280 98 68
deneshetyi.com



Key experiences

INTERACTION & UX DESIGN SPECIALIST – Freelance – since 2020, Budapest, Hungary

- › *22 Design / Vodafone Hungary* – Implemented and managed Vodafone’s complete design system in Figma, expanding it with all project-specific elements. Designed interaction flows, created pixel-perfect designs and clickable prototypes for an ongoing large-scale confidential project.
- › *Szikra Coworking, Budapest, Hungary* – Designed the coworking space’s overall visual appearance and created a UI kit for the in-house developer team. Assisted the architects in the design of the coworking environment.
- › *Confidential Client* – Created the interface for a specialized software used in an accident-prone workplace environment.

LEAD UX/UI DESIGNER – Vodafone Hungary – 2017-2019, Budapest, Hungary

- › Executed all UX and UI aspects of a full-scale redesign project for the Vodafone site and Vodafone webshop, encompassing over 600 pages and interfaces
- › Recruited, developed and led the 5-person agile Design Team, and mentored the junior designers
- › Improved with my team the visual and interactional consistency of all digital platforms: app, webshop, portal
- › Actively cooperated with the whole Digital Team to boost the digital T-NPS score from 19 to a stable 45+ in one year
- › Advocated a user- and UX-centric philosophy in all digital projects while delivering defined designs
- › Acted as the professional liaison with Vodafone Group UX Design and UX Research teams with regular alignments

UX & PRODUCT DESIGNER – Freelance – 2014-2016, Lyon, France

- › *Bulldog Technologies, Amsterdam, Netherlands* – QRVisio (e-health app, discontinued): Functionality assessment, persona creation, basic user testing, wireframing, visual identity and UI design, lo-fi prototype creation, MVP design
- › *International Research Network in Sport Tourism, Lille, France* – Brand identity design, member website UX design
- › *Viveteck Kft., Budapest, Hungary* – Consulting: Usability, ergonomics, and user experience of Virtual Reality systems

ASSISTANT DESIGN MANAGER – Sparkle Design Agency (Open D Group) – 2013, Paris, France

- › Coordinated and assisted design projects for packaging, POS materials, and other promotional materials
- › Conducted feasibility studies regarding materials & finishing and production requirements
- › Acted as a liaison between clients and our design team, enabling a smooth design process and translating client needs

ASSISTANT PRODUCT MANAGER – Philips Consumer Lifestyle – 2012, Amsterdam, Netherlands

- › Supported the overall Mid-Life Update Redesign and the Packaging Uniformization projects for Philips PowerTouch & AquaTouch shaver ranges with more than 40 models
- › Worked with the market research and the product design teams regarding user experience enhancement projects
- › Contributed to new global strategic product development projects e.g. Click & Style Youth Shaver, JetClean redesign

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Education

Specialization in **INTERACTION DESIGN** – University of San Diego California – 2017

- › Eight-course intensive specialization based on the University's accredited User Experience Design certification
- › Final capstone project: Eat'in, a food consumption optimization app designed for flatshares

Master in **MARKETING RESEARCH AND DECISIONS** – University of Montpellier I ISEM – 2013

- › Degree with an emphasis on designing and conducting research, a wide range of statistic methodologies, and their application
- › Thesis focused on sustainable marketing with a research resulting in a sustainability-based consumer segmentation

MSc & BSc in **ENGINEERING & MANAGEMENT** – Budapest University of Technology and Economics – 2013

- › Specialization: product design, product development, and ergonomics.
- › Master thesis focused on sustainable design best practices, user experience and consumer attitudes towards sustainable products, and the strategic possibilities therein.

Skills

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| DESIGN TOOLS | Figma, Sketch, XD, Axure, InVision, Framer — Photoshop, Illustrator — Autodesk Inventor |
| UX & DESIGN | Prototyping, Wireframing, Heuristic Evaluation, Interaction Design, Journey Map, Personas, Responsive Design, Human-centered design, Atomic Design, Design System Management |
| RESEARCH TOOLS | IBM SPSS, R.Studio — Hotjar, Optimalworkshop |
| RESEARCH | Research design, user observation, A/B+ Testing, Workshop facilitation, Design sprint, Factor analysis, Conjoint analysis, Q-method, Think-aloud, Quantitative & qualitative studies |
| CODING & CMS | HTML5, CSS3, SASS, JavaScript (novice) — WordPress, Liferay DXP |
| OFFICE | Mac/PC — JIRA, Confluence, Zeplin — MS Office Power User |
| ENGLISH | bilingual - CAE (C1) |
| FRENCH | bilingual - DALF (C1) |
| SPANISH | elementary user |
| HUNGARIAN | native speaker |

I also like to go out mountain biking; sailing; motorcycling; and anything about behavioral economics or sustainable design.