Zoltán Totik

LEAD PRODUCT DESIGNER

OVERVIEW

Digital Product Designer with 15 years of expertise in Interaction Design, UX and Engineering

DigitsDestroy

A collection of my design projects since 2003. View my portfolio at **digitsdestroy.com**

INFORMATION

✉ zoli@digitsdestroy.com   📍 Budapest, Hungary

🔗 digitsdestroy.com   📱 +36 30 8509615

SKILLS

Expertise

Product Design
Team Leadership
Design Thinking Facilitation
Interaction Design
Enterprise Design
Information Architecture
Rapid Prototyping

Design

Design Systems
User Flows
Sketching
Wireframing
Motion
Design Theory
Platform Guidelines

Research

Qualitative Research
Usability Testing
Task Analysis
Heuristic Evaluation
Analytics
Mindmapping

Project Management

Product Strategy
Agile Methodology
JIRA & Confluence
User Stories, Job Stories
Developer Handoff
Redlines & Delivery Optimization

Tools

Sketch
Abstract
Figma
Zeplin
Invision
Principle
Axure
Photoshop & Creative Suite

Languages

English (bilingual)
German (intermediate)
Hungarian (native)

HOBBIES

I enjoy windsurfing, riding road bikes and all forms of travelling. I used to be in a touring band which taught me a lot about team collaboration, management and presentation.

WORK EXPERIENCE

JUN 2020 PRESENT 9 mos

LogMeIn • Senior Product Designer
Budapest, Hungary

Led the design system project on the product design team for Logmein's AI / Natural Language Processing customer service offering Bold360. Focused on delivering user-centered solutions to complex problems in the AI / NLP space.

Coordinated the design system work with a **cross-functional team** of designers, product managers and engineers. Networked across business-units to form an **aligned design strategy**.

MAR 2019 FEB 2020 1 yr 1 mo

IBM (formerly USTREAM) • Senior UI Designer
Budapest, Hungary

Led the design efforts for dedicated multi-host video broadcasting applications for IBM Watson Media's US client Rodan+Fields on desktop and mobile. Held the design workshop and **presented designs to stakeholders** at the client's San Francisco office. Led product direction, created user flows, interface specifications and product designs.

Worked on product designs for IBM's **AI video offering Watson Video Enrichment**. Created designs for Search & Discovery flows and defined styles for complex sets of metadata and taxonomies enabled by Watson.

Facilitated and participated in several **Enterprise Design Thinking** workshops. Received the "IBM Passport Program" badge for facilitating an EDT workshop for IBM Q2C Operations group in GBS MEA.

MAR 2019 FEB 2020 1 yr

UNIVERSITY OF FINE ARTS • Instructor, UI Academy
Budapest, Hungary

Instructed and **mentored designers** on the UI course.

JUN 2014 FEB 2019 4 yrs 9 mos

POSSIBLE • Senior UX / UI Designer
Budapest, Hungary

Led the product design team for flagship sports app created for **adidas** global, launched in 5 international markets on **iOS** & **Android**. Responsible for the design of the core experience, establishing collaboration and delivery principles between designers and engineers and defining overall style and aesthetics.

NOV 2016 JAN 2017 3 mos

POSSIBLE • Senior UX / UI Designer
London, UK

Worked at POSSIBLE London for tax/audit giant **Grant Thornton** on a redesign project. Created wireframes, prototypes, information architecture and visual design.

JAN 2016 JUN 2016 6 mos

MICROSOFT • UX / UI Designer
Budapest, Hungary

I worked as a UX/UI designer for **Microsoft** on an information technology platform for an **enterprise** client. Working with the architect & analyst teams directly on site I gained expertise in designing large and complex enterprise systems.

JUN 2007 FEB 2012 5 yrs

BME MEDIALAB • UI Designer / Frontend Engineer
Budapest, Hungary

SEP 2003 PRESENT 18 yrs

DIGITSDESTROY • Art Director / Designer / Frontend Engineer
Budapest, Hungary

CERTIFICATIONS

MAY 2019

IBM • Enterprise Design Thinking Co-Creator
Budapest, Hungary

OCT 2019

IBM • IBM Passport Program
Budapest, Hungary

OCT 1999

TOEFL • Test Of English as a Foreign Language - 293 / 300 Total Score
Budapest, Hungary

EDUCATION

SEP 2000 JUN 2007

TECHNICAL UNIVERSITY OF BUDAPEST • MSc Computer Science
Budapest, Hungary

SEP 1996 JUN 2000

SZTE SÁGVÁRI ENDRE HIGH SCHOOL • Mathematics Specialty
Szeged, Hungary