Gergely Vegso
Product + UX Designer

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EXPERIENCE

User Experience Designer • Roche
Jun 2022 - Present

- Shaped user experience and designed flows to rebuild 70 corporate websites and achieved over 140% growth in new users and over 3 million views (150% rise) within 12 months by Q2'24

- Collaborated with senior cross-functional stakeholders and engineers to redesign key interfaces and iterate on product features using Figma, achieving 90% stakeholder satisfaction and 5% growth in engagement

- Mentored four designers, developed interaction design best practices utilizing design system based on user needs, improved product quality through user testing, QA and feedback, and identified improvement opportunities based on product metrics

Asst. Brand Manager • Kraftwork Agency
Oct 2021 - Jun 2022 / Budapest, HU

- Aligned design team and stakeholders in visual interface and experience design in collaboration with the engineering team to develop websites and campaigns that reached over 25 million HUF in revenue in Q1'22

- Led the design of a fintech website and IOS mobile application, executed a digital campaign, and generated an 11% click-through rate and 700% ROI over 3 month

Brand Management Intern • Kraftwork Agency
Jul 2021 - Oct 2021 / Budapest, HU

- Assisted Product Manager, conducted user research and evaluative testing with 5+ participants, synthesized findings which reduced bounce rate for primary user flow by 15%

- Communicated design concepts to stakeholders via mockups, wireframes and prototypes, driving product development and boosted client satisfaction by 20%

Design Coordinator • University Business Club
Jul 2019 - Jan 2021 / Budapest, HU

- Launched UX strategy & innovative branding by initiating UI style guide and digital product design, produced visual designs to execute campaigns, and boosted recruitment by 30%

- Led a team of 6 through end-to-end design process, successfully delivering 40+ creative designs and a website over 12 weeks for the scaling organization and increased brand awareness on campus by 15%

EDUCATION

Corvinus University of Budapest
Sep 2018 - Mar 2022

BSc in Marketing
Graduated with distinction

CERTIFICATES

Google Certificates
Feb 2024

Certification in User Experience Design

Meta
Feb 2024

Course Certificate: Principles of UX/UI Design

SKILLS

UI/UX Design, Interaction Design, Visual Design, User Testing, Prototyping, User Research, Information Architecture, Stakeholder Management, Branding, Web Design, Digital Marketing, Accessibility Design, IOS Design, Communication, Teamwork, Problem-solving, Iconography, Typography, Product design, Project Management

TOOLS

Figma, Adobe XD, G-Suite, Miro, Jira, HTML, CSS, Hotjar, Webflow