

Földváry László

Senior UI/UX Design Architect | [Visual Artist](#)

Fusing 20 years of design legacy with future-proof
AI-augmented workflows.



[www.foeldvary.com](http://www foeldvary com) | LinkedIn

SHADOW CARTELS : DEEP STRATEGY UI

System-Centric | Product Design

The Goal

Designing a high-density dashboard for a Noir strategy world, where the player manages hundreds of real-time variables across a procedural vector map.

Key Strategic Points

Atomic UI Library: Built a scalable design system for consistent iteration and component reusability.

Cognitive Load Management: Reduced information noise through a "context-first" HUD that reveals data only when relevant to the current phase.

Dynamic Vector Cartography: Custom-built interactive map system utilizing SVG-data integration for real-time status updates.



AI-AUGMENTED WORKFLOW:

Leveraged AI Studio & Large Language Models to accelerate the prototyping cycle by 3x, from architectural logic to reactive narrative assets.

SIEMENS – WINCC OA.

Industrial HMI SCADA System Design

The Mission:

Modernizing the UI/UX for a world-market-leading industrial SCADA platform used in critical infrastructures.

Scalable Architecture: Designed and standardized a massive library of 270+ high-precision widgets for cross-industry deployment.

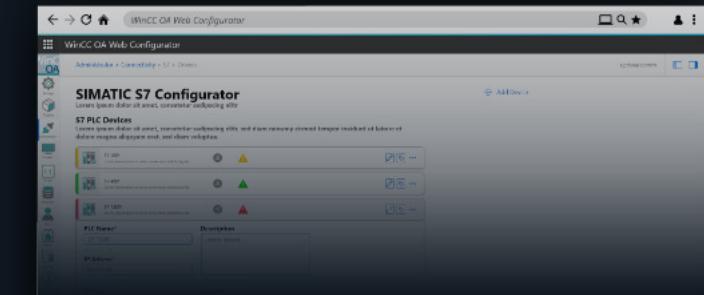
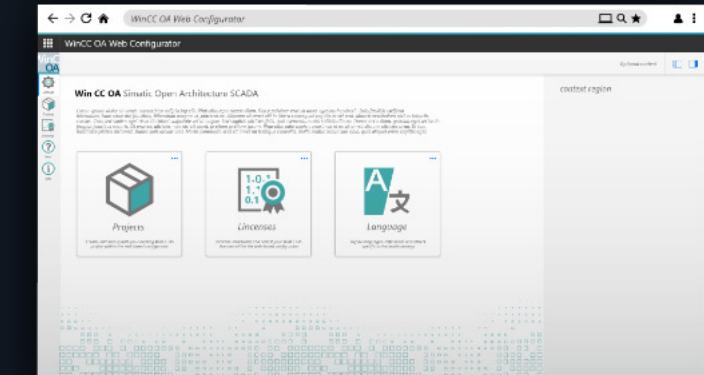
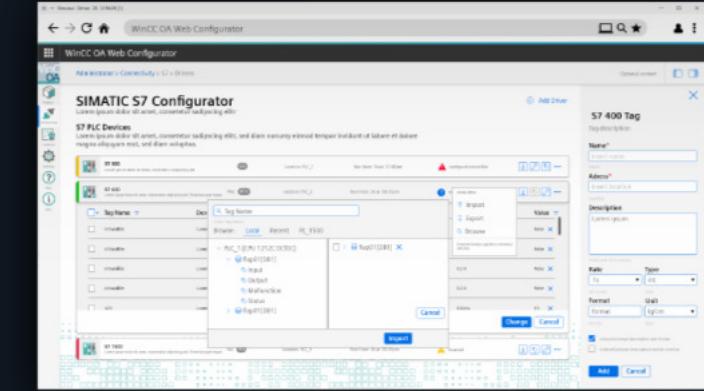
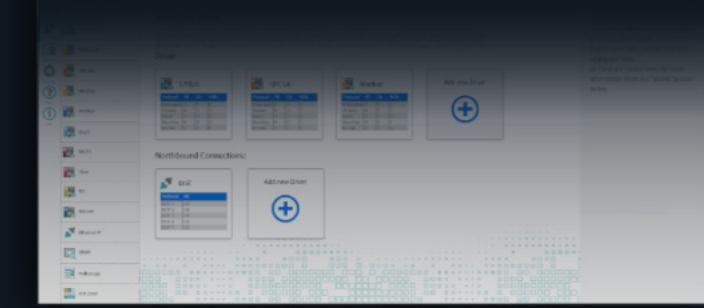
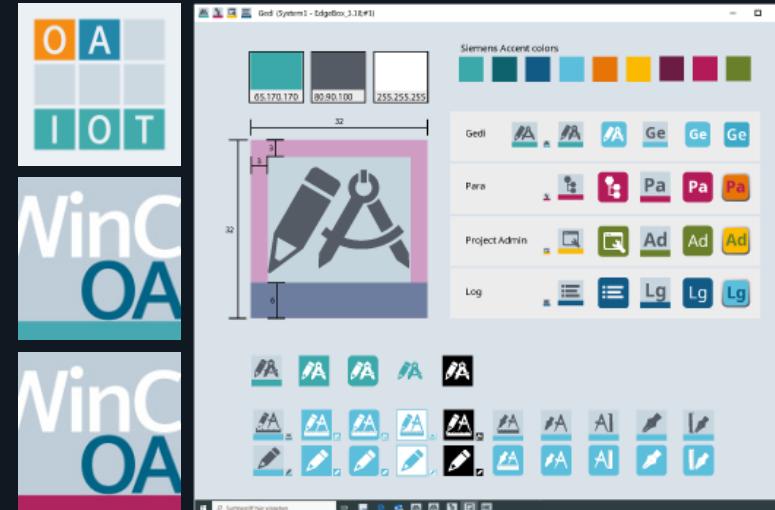
Bullet Points for Industrial Focus:

Complex Configuration: Optimized intricate web-driver configuration interfaces for industrial engineers.

Design-to-Dev Handoff: Mastered the bridge between high-fidelity Figma prototypes and high-complexity industrial software logic in Agile/Scrum environments.

The Goal:

Focusing on situational awareness and operator safety by reducing visual noise in high-complexity monitoring systems.



IMPACT & EFFICIENCY:

Standardizing the component library led to a 40% reduction in implementation time and ensured visual consistency across global industrial projects.

GREENTUBE : 10 YEARS OF LOYALTY

Visual Lead for Global Multi-Platform Products

Professional Legacy:

Served as Visual Lead for over 50+ successful cross-platform titles, contributing to Greentube's global dominance.

The Mission:

Developing high-fidelity assets and consistent UI frameworks for regulated international markets.

Multi-Platform Mastery:

Designing unified user experiences across Desktop, iOS, and Android, balancing performance and visual richness.

SCALE & CONSISTENCY:

Bridged the gap between creative storytelling and technical execution, delivering production-ready assets for complex agile development pipelines.

CRAFTSMANSHIP & ASSET LIFECYCLE

From pencil sketch to final digital assets and game-engine integration.



AMATIC INDUSTRIES: BEYOND THE PIXELS

Research - Driven Conceptual Design STORYTELLING

My work at Amatic was defined by deep immersion. For projects like "Pharaoh," I conducted extensive Egyptological research to ensure visual and cultural authenticity.

Transitioning legacy products into modern Adobe-based ecosystems (After Effects).

Bridging the gap between historical storytelling and technical interface constraints.



Funworld / Photoplay Pionnering

Interaction Design Pioneer (Funworld)

Designing touchscreen interfaces in 2000, long before it became a global standard.

Solving the Hand-Occlusion UX problem (ensuring UI elements remain visible during physical interaction).



Software Stack: Figma | Adobe CC (PS, AI, AE) | Affinity Suite | AI Tools | (Gemini, Stable Diffusion) | Blender | Rive | Cavalry

Development Literacy: HTML/Tailwind CSS basics | GitHub, Netlify | Agile/Scrum.

Expertise: UI/UX Architecture | Atomic Design | Interaction Systems | Game UI | Motion Graphics.

Ready for New Challenges | Senior Roles

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