



# LÁSZLÓ FÖLDVÁRY

SENIOR UI/UX DESIGN ARCHITECT &  
VISUAL ARTIST

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## ABOUT ME

Expert in complex Design Systems, HMI, and High-Performance Interfaces with over 20 years of industry experience.

As a pioneer in touchscreen ergonomics and experienced UI specialist for global market leaders like Siemens, I master the entire product design chain. My focus lies on creating scalable Design Systems (Atomic Design) and optimizing User Experience (UX) for complex SaaS and Fintech platforms.

## PROFESSIONAL EXPERIENCE

### Senior UI Designer & Product Researcher

2022 - Present

#### • Focus: AI-Augmented Design & Systems

- Development of a complex game ecosystem demonstrating Autonomous end-to-end delivery layout, from concept to deployment.
- Mastery of modern deployment via GitHub & Netlify – transitioning from no-code to genuine technical UI management.
- Details & Prototyp under: [foeldvary.com/case-shadow](http://foeldvary.com/case-shadow)

[Details: foeldvary.com](#)

## CONTINUING EDUCATION

### Multimedia Design

Multimedia Kolleg Innsbruck

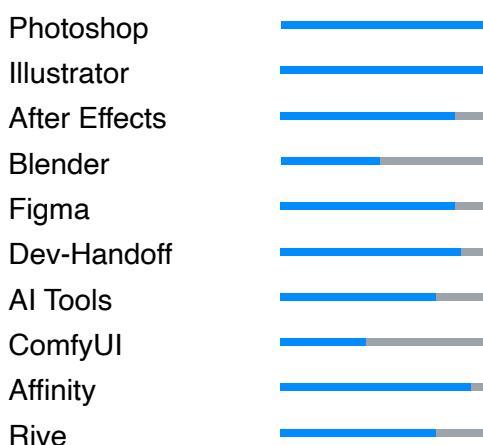
Focus: Digital Media & Interactivity

### Dtp Grafik Ausbildung

BFI Salzburg

Focus: Print & Layout Technology

## SKILLS



### Senior UI/UX Designer | Siemens-ETM (WinCC OA)

#### • 2019 - 2022 🇦🇹 Eisenstadt

*Responsible for UI/UX design of WinCC OA.*

#### ACHIEVEMENTS & RESPONSIBILITIES:

- Standardization of complex Design Systems (Widget-Library) with over 270 components, reducing implementation time by approximately 40%.
- Ensuring efficient Design-to-Development Handoff in an agile Scrum environment to minimize friction in implementing complex logic.

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# CLASSICAL EDUCATION

## CLASSICAL ART & GRAPHICS (DIPLOMA)

ART GYMNASIUM ION VIDU, TIMISOARA

Focus: Anatomical Drawing,  
Composition Theory, and Color  
Theory.

1986 - 1991

# VOCATIONAL SCHOOL

Vocational School Kremsmünster

1986 - 1991

# LANGUAGES

German                    *Native Proficiency*

Hungarian                *Native Language*

Englisch                 *Fluent in speaking*

# CORE COMPETENCIES

USER-CENTERED DESIGN

DESIGN SYSTEMS (ATOMIC)

AGILE DESIGN (SCRUM)

RAPID PROTOTYPING

HMI & TOUCH ERGONOMIE

DESIGN-TO-DEV HANDOFF

# PERSONAL

I am a lifelong learner with a deep passion for the evolution of technology.

In my free time, I collect and restore vintage technology: from analogue turntables to early computer systems and classic operating systems.

This enthusiasm for the "roots of digitalisation" sharpens my eye for timeless design principles and user-centred logic.

## Senior UI Designer & Art Lead | Greentube (Novomatic)

### • 2008 - 2018 📍 Wien

*Decisive shaping of global UI standards for market-leading casino products over a decade.*

### ACHIEVEMENTS & COMPETENCIES:

- Lead development of UI systems for over 50+ high-performance slot games with focus on Cross-Platform Usability (Mobile-First).
- Close collaboration with Technical Leads to optimize Asset Pipelines and UI performance.

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## UI-Designer | Altova

### • 2007 - 2008 📍 Wien

- Systematic Icon Design: Creation of cross-platform desktop icon sets in multi-resolution formats (including monochrome adaptations for specific UI states).
- Web Interface Optimization: Visual maintenance and optimization of web assets for corporate presence.

## UI Designer & Concept Artist | Amatic Industries

### • 2003 - 2007 📍 Regau

*Focus on design research and integration of motion graphics into cohesive game worlds.*

- Thematic Research: Conducting intensive cultural-historical studies (e.g., Egyptology for "Pharaoh", Norse Mythology for "Viking") to create authentic graphical worlds.

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## UI Designer / Ergonomics-Pionier | Funworld AG

### • 2000 - 2003 📍 Schörfling am Attersee

- Interface Ergonomics: In-depth experience in element placement to avoid occlusion by the human hand (Hand-Occlusion-UX) – a principle that is essential in mobile apps today.

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