



LÁSZLÓ FÖLDVÁRY

SENIOR UX/UI DESIGN ARCHITECT &
VISUAL ARTIST

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ABOUT ME

Senior UX/UI Design Architect with 25 years of experience (e.g., Siemens). My focus: scalable design systems and AI-powered Design Ops (**Google Anti-gravity & Stitch**). I bridge the gap between HMI ergonomics and human-AI workflows to translate complex data into clear, high-performance user experiences.

PROFESSIONAL EXPERIENCE

Senior UX/UI Design Architect | **Self-Initiated R&D**
2022 - Present

- **Focus: AI-Augmented Design-to-Code Pipelines**
 - Analyzing complex app logic with **NotebookLM**; rapid prototyping via **Google Stitch** as a replacement for traditional Figma workflows.
 - Built an end-to-end pipeline in Google **Anti-gravity: Web → Flutter** (Native Android), **Gemini**-powered code optimization, deployment via **GitHub / Netlify**.
 - Prototype & Details: ewa-app.vercel.app/

Details: foeldvary.com

CONTINUING EDUCATION

Multimedia Design

Multimedia Kolleg Innsbruck
Focus: Digital Media & Interactivity

Dtp Grafik Ausbildung

BFI Salzburg
Focus: Print & Layout Technology

SKILLS

Creative Tech: Google Stitch

Figma

Photoshop / Illustrator

After Effects / Rive / Cavalry

AI-Workflow (Gemini, Claude, Grok)

NotebookLM (Strategy & Analysis)

Cloud Dev: Google Anti-gravity

Blender / Affinity

Dev-Handoff (GitHub, Netlify)

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

- **2019 - 2022** ✅ **Eisenstadt**

Responsible for UX/UI 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*

English *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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