

Magda Kovács.

[Portfolio](#)

[Email](#)

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Diemen, Netherlands

Summary.

- Product designer with over five years of experience, specialising in visually engaging and functional digital solutions, backed by a solid understanding of front-end development.
- Skilled in responsive web design and user-centered interfaces for B2B and B2C platforms, solving complex challenges through intuitive, scalable design.
- Committed to system thinking and effective collaboration, delivering seamless user experiences that align with business goals and enhance product value.

Key Skills.

Wireframing · High-fidelity Prototypes · Design Systems · Typography · Accessible Design · Mobile-first Design · Responsive Design · Usability Testing · Information Architecture · HTML · CSS · JavaScript · Collaboration · Problem Solving · Empathy · Time Management · Adaptability · Figma · Sketch · Whimsical · Zeplin · Usertesting.com · Storybook

Work.

Product Designer, Wonderkind, Amsterdam, November 2022 - January 2024

Wonderkind developed innovative B2B technology that automates job ad creation and targeting on social media, using AI to efficiently reach ideal candidates through personalised campaigns.

- Led the creation and integration of a Figma component library into a Storybook-based design system, which enhanced design consistency, streamlined workflows, and improved cross-team collaboration, resulting in cost efficiency and a faster development process.
- Improved campaign creation flows by leveraging user feedback, resulting in a more efficient and user-friendly experience.
- Maintained and developed Storybook components, and fixed bugs, while gaining proficiency in Vue.js and Vuetify component library.

Product Designer, Begame Group, Amsterdam, August 2019 - January 2022

Begame Group is a game development and management company specialising in online gaming experiences.

- Collaborated with engineering and product management teams to guide the product lifecycle from concept to launch, delivering wireframes, user flows, high-fidelity designs, and detailed player personas.
- Introduced rapid prototyping and conducted unmoderated usability tests via Usertesting.com to enhance product agility.
- I lead the creation and maintained a shared component library multiple site, ensuring design consistency and improving workflow efficiency.

UX/UI Designer, fashionTrade, Amsterdam, September 2017 - August 2019

FashionTrade aimed to digitalise the paper-based wholesale trade, making it easier for brands and retailers to manage orders, inventory, and reorders.

- Developed prototypes to test assumptions and gather insights, ensuring alignment with user expectations and industry standards.
- Collaborated with cross-functional teams to optimise user flows and finalise UI designs based on usability testing and stakeholder feedback.
- Iterated on design concepts by gathering user feedback, ensuring a seamless product experience for both brands and retailers.

Visual Designer, Syndy, Amsterdam, February 2016 - August 2017

Syndy is focused on providing innovative B2B solutions for the retail sector, specialising in creating tools and resources that enhance product visibility and streamline the wholesale trade process.

- Successfully created a diverse range of marketing and promotional materials, including landing pages, brochures, and infographics, that significantly enhanced user engagement and effectively supported Syndy's research initiatives.
- Fostered strong collaboration with marketing, UX, and content teams to ensure cohesive and visually appealing designs that adhered to brand guidelines, resulting in a consistent brand presence across all channels.

Digital and Print Designer, webformance, Budapest, April 2014 - May 2015

Webforamnce specialises in online marketing and web development, focusing on creating and optimising e-commerce solutions for businesses.

- Collaborated with the dev and marketing team to create visual assets for both print and online channels, including landing pages, webshops, and complex digital applications.
- Developed email designs for the development team, ensuring brand consistency across digital communications.

Education.

Google UX Design Professional Certificate, Google/Coursera, 2024

User-centered Design, Wireframing, Prototyping, User Research, Usability Testing, Interaction Design, Design Thinking

Front-end Developer Bootcamp, Codecool, 2022

HTML, CSS, JavaScript, React, Git, NodeJS, ExpressJS

Bachelor of Arts in Electronic Graphic Design, EKE, Eger, Hungary, 2011

Typography, Color theory, Desktop Publishing, Adobe Creative Suit