

DR. ARON BALOGH (DLA)

System Architect, MTVA | Senior Lecturer, Budapest
Metropolitan University

Results-oriented **Multimedia Leader** and **University Educator** with a proven track record in designing and implementing cutting-edge broadcast and interactive media projects. Adapts quickly to evolving digital technologies, leveraging deep expertise in multimedia, web development, and 3D to drive innovation and exceed client expectations. Known for exceptional collaboration, clear communication, delivering impactful presentations, and a commitment to technical excellence and customer satisfaction to ensure project success.

WORK EXPERIENCE

Media Service Support and Asset Management Fund (MTVA),
Budapest, Hungary

— System Architect (Jan. 2021 – Present)

- Spearhead a mid-scale cross-functional team of 12, including AR specialists, developers, database administrators, and artists, to deliver a complex multimedia project. Bridge the communication gap by translating digital and technical solutions to content creators.
- Devise comprehensive technical plans and project roadmaps, facilitating seamless cross-team collaboration and alignment with business objectives.
- Foster clear communication and collaboration across diverse teams, including design, development, and stakeholders, ensuring effective workflow.
- Oversee the technical execution of multimedia solutions across various technologies, ensuring flawless delivery of large-scale broadcast events.
- Implement iterative process improvements, fostering a culture of innovation and continuous optimization within the project lifecycle.

— Senior Multimedia Developer (Jan. 2019 – Jan. 2021)

- Promoted to lead a small cross-disciplinary scrum team of 6 to develop top-rated visuals and infographics for live broadcast and online platforms.
- Architected and developed full-stack web applications using React and Node.js to power data-driven projects, delivering seamless user experiences and streamlining data analysis processes.
- Directed cutting-edge data visualizations for major international broadcast events, ensuring clear and impactful delivery of complex information.

— Multimedia Developer (Jan. 2013 – Jan. 2019)

- Partnered with stakeholders to deliver multimedia assets that enhanced user engagement and met project goals.
- Developed interactive web experiences within a larger broadcast initiative, contributing to a considerable increase in user engagement.
- Spearheaded the technical integration of real-time 3D and data visualizations into broadcast environments, overcoming compatibility challenges to deliver impactful presentations.

CONTACT

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<https://github.com/draronbalogh>

Budapest, Hungary,

Remote Work Preferred
(Willing to Travel)

SKILLS

Project Management & Leadership:

- Multimedia & Media Technology Project Management
- Client Relationship Management
- Cross-Team Collaboration (Design, Development, Stakeholders)
- Technical Workflow Management
- Client-focused technical Communication (Engaging Presentations)

Soft Skills:

- Team Player & Collaborative Mindset
- Proactive & Solution-Oriented
- Troubleshooting
- Strong Interpersonal Skills
- Continuous learner

Multimedia Development & Design:

- Adobe Creative Suite (After Effects, Animate, XD, Firefly, AI)
- Autodesk Maya, Blender
- Vizrt, Unreal, Unity (Real-time Graphics), GenAI

Web Development & Programming skills:

- Full-Stack Development
- MySQL, Express.js, React.js, Node.js
- TypeScript, JavaScript (ES6+)
- HTML5, CSS3, GIT

Budapest Metropolitan University (METU), Budapest, Hungary

— **Senior Lecturer** (Sep. 2016 – Present)

- Mentoring students through the execution of 3D and multimedia design, AI projects, providing guidance to ensure on-time completion.
- Regularly conduct lectures for 100+ students and hands-on technology seminars for diverse international teams of 15+ students, fostering a collaborative learning environment.

Eszterhazy Karoly University (EKKE), Eger, Hungary

— **Visiting Lecturer** (Sep. 2016 – Dec. 2016.)

- Developed digital media curriculum and mentored student projects.

Hungarian Television (MTV), Budapest, Hungary

— **Junior Multimedia Specialist** (Jan. 2005 – Jan. 2013.)

- Gained foundational experience in deadline-driven project work and client-facing collaboration.

PROJECTS

- **Complex Dataviz Project for Elections:** Collaborated with election stakeholders to design and develop a complex data visualization broadcast system ensuring ease of use and clear communication of election results. Led a cross-functional team, integrating the solution across multiple platforms for seamless operation during live events.
- **Harmonic Integration (2023):** Spearheaded an international project to design and develop a real-time 2D/3D animation solution for the Harmonic system. Led a team of 4, collaborating closely with Harmonic & suppliers to ensure seamless system integration, delivering dynamic content.
- **AR system** for Formula 1 and UEFA Champions League on M4 Sport TV Channel (2019-2023): Directed the design and implementation of cutting-edge Augmented Reality (AR) features LED feature and interactive 3D graphical user interfaces for UEFA Champions League and Formula 1 broadcast shows on the M4 Sport channel.
- **Vertex Media Player:** Collaborated with clients to design a player for seamless proxy editing, live streaming, and optimized media workflows.
- **Smart Video System Startup (2016-2018):** Initiated and led the development of an automated graphics template system for a startup, conducting user needs analysis, providing comprehensive user training

EDUCATION

- **Doctor of Liberal Arts (DLA) |** Awarded December, 2023.
Research Focus: Real-time Broadcast Technologies, 3D WebGL/WebGPU, Generative AI, AI based multimedia tools
Institution: Doctoral School of Theatre, Film, and Video Arts, Budapest, Hungary (2017-2023.)
- **Master's Degree (MA) in Motion Picture and Media**
Institution: Budapest Metropolitan University (formerly Bp. School of Communication and Business), Budapest, Hungary. (2012-2014.)
- **Bachelor's Degree (BA) in Film and Media (Multimedia Specialization)**
Institution: Eszterhazy Karoly Univ. (formerly E.K. College), Eger, Hun.

COLLABORATION & PROJECT MANAGEMENT TOOLS

- Redmine, Asana, Trello
- Zoom, Google Meet, Microsoft Teams
- Microsoft Office, G Suite

LANGUAGES

- Fluent in English, both verbal and written (State-accredited language exam: C1 level)
- Hungarian native speaker

PROFESSIONAL TRAINING AND COURSES

Web development:

- AI Technologies in Programming (CodeCool, 2023)
- VOS Media & Adobe Animate Training (Harmonic, 2023)
- Front-End Programming (EPAM, 2021) - Diploma number: HUFE2112
- JavaScript Developer (RUANDER, 2019)
- Web Programmer: Diploma id: E-000069/2013/D003
- Viz One API Developer (Viz University, 2017) - Diploma title: Certified Pro Viz One API Dev.
- SZAMALK: Git Version Control Training, 2021.

3D Technology:

- Autodesk Maya Pro 3D Animation Masterclass (MESHARRAY Digital Media School) - Diploma accreditation: PL-6043
- Autodesk 3D Maya Animation Advanced. Diploma number: 1EOI3115331
- Maya Essentials and Intermediate levels (Cert IDs: 19889822E77, 116987000Y7)
- Plus, additional Vizrt. Viz Engine, Viz Artist, Curious Maps