

DR. ARON BALOGH (DLA)

System Architect, MTVA | Senior Lecturer, Budapest
Metropolitan University

Results-driven cross-disciplinary **Multimedia Leader** and University Educator with a **proven track record in leading innovative arts and technology projects**. Drives success through technical leadership, expertise in multimedia development, and a specialization in design and technology workflows to solve complex creative challenges.

WORK EXPERIENCE

Media Service Support and Asset Management Fund (MTVA) Budapest

— *System Architect*

Jan. 2021 – Present

- Spearhead a **mid-scale cross-functional team of 15**, 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

- Collaborated with designers and stakeholders to deliver multimedia assets for web and broadcast platforms, ensuring alignment with creative and technical requirements.
- 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

Open to remote work.

SKILLS

Project Management & Leadership:

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

Soft Skills:

- Team Player & Collaborative Mindset
- Proactive & Solution-Oriented
- Problem-Solving
- 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)
- BlackMagic Fusion
- AI Visualization Tools

Web Development & Programming:

- Full-Stack Development
- MySQL, Express.js, React.js, Node.js
- TypeScript
- HTML5, CSS3, JavaScript
- AI Technologies in Programming
- GIT

Budapest Metropolitan University (METU), Budapest, Hungary
— Assistant Lecturer

Sept. 2016 – Present

- Mentoring students through the execution of 3D and multimedia design 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) — Visiting Lecturer

Sep. 2016 – Dec. 2016.

- Developed and implemented a curriculum focused on digital media, tailored to diverse student learning styles.
- Mentored students through their capstone projects, ensuring successful completion and demonstrating a 90% project success rate.

PROJECTS

- **Complex Dataviz Project for Elections:** Led development of a complex data visualization broadcast system for multiple Parliamentary and EU elections in Hungary. Managed a cross-functional team, ensuring integration with various platforms to deliver accurate, impactful presentations.
- **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 (2019-2023)** for Formula 1 and UEFA Champions League on M4 Sport TV Channel: Directed the design and implementation of cutting-edge Augmented Reality (AR) features and interactive 3D graphical user interfaces for UEFA Champions League and Formula 1 broadcast shows on the M4 Sport channel.
- **Smart Video System Startup (2016-2018):** Initiated and led the development of an automated graphics template system for a startup environment. Optimized workflows and reduced manual input, resulting in streamlined content creation processes and cost savings.

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

Master's Degree (MA) in Motion Picture and Media

Institution: Budapest Metropolitan University (formerly Budapest School of Communication and Business), 2014.

Bachelor's Degree (BA) in Film and Media (Multimedia Specialization)

Institution: Eszterhazy Karoly University (formerly Eszterhazy Karoly College)

Collaboration & Project Management Tools

- Redmine, Asana, Trello, Zoom, Google Meet, Microsoft Teams, and Microsoft Office, etc.

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: HUF2112
- JavaScript Developer (RUANDER, 2019)
- Web Programmer: Diploma id: E-000069/2013/D003
- Git Version Control (SZAMALK, 2021) cert: T/2021/250018-1
- Viz One API Developer (VIZ University, 2017) - Diploma title: Certified Pro Viz One API Developer

3D Technology

- Autodesk Maya Pro 3D Animation Masterclass (MESHARRAY Digital Media School) - Diploma accreditation: PL-6043
- Maya Animation on Essentials Intermediate and Advanced levels (Cert IDs: 116987000Y7, 19889822E77, 116987000Y7)