

KRISZTINA BIRÓ

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EXPERIENCE

UX Designer Intern at SmartX Solutions

Budapest, Hungary • July 2023 – September 2023

- Designed a Document Management System (DMS) for our client, enabling compliance with new legislation and streamlining internal processes, which achieved a 94% satisfaction rate among key users within the first month of usage.
- Conducted user research over 2 weeks with 3 key users, utilizing methods such as contextual inquiry and task analysis.
- Performed 4 rounds of user testing with 5 target users to iterate early on early design concept, resulting in a 28% increase in task success rate.
- In addition to our initial client, 3 more institutions expressed their interest in purchasing the software.

UX Designer Intern at Vodafone VOIS

Budapest, Hungary • October 2022 – April 2023

- Designed new user flows and redesigned existing user journeys for the UK webshop, resulting in an 18% increase in the conversion rate.
- Identified pain points through 2 rounds of user testing, utilizing interviews and questionnaires.
- Achieved a 23% increase in Customer Satisfaction Score (CSAT) by iterating on the design through A/B testing.

Marketing & sales coordinator at Déryné

Budapest, Hungary • July 2020 – July 2021

- Developed and executed a marketing strategy for the restaurant during the COVID-19 lockdown, leading to an approximate 40% increase in revenue.
- Advocated for a cohesive brand identity and enhanced its communication through a targeted social media strategy, achieving an 85% growth in social media interactions.
- Redesigned the restaurant's website, resulting in an estimated 20% improvement in the conversion rate.

SKILLS

- Technical: Figma, Sketch, HTML/CSS, JavaScript, Python, PHP, C#, Contentful
- Design: Double Diamond process model, Usability Testing, User Research, Wireframing, Prototyping, Principles of Perception, Design for Accessibility
- Collaboration: Agile Development, Jira, Slack

EDUCATION

MSc in Interactive Media Technology – KTH Royal Institute of Technology, Stockholm (2024 – 2026)

BSc in Communication and Media Science – ELTE, Budapest (2020 – 2023)

BA in Chinese Language and Culture – ELTE, Budapest (2021 – 2024)