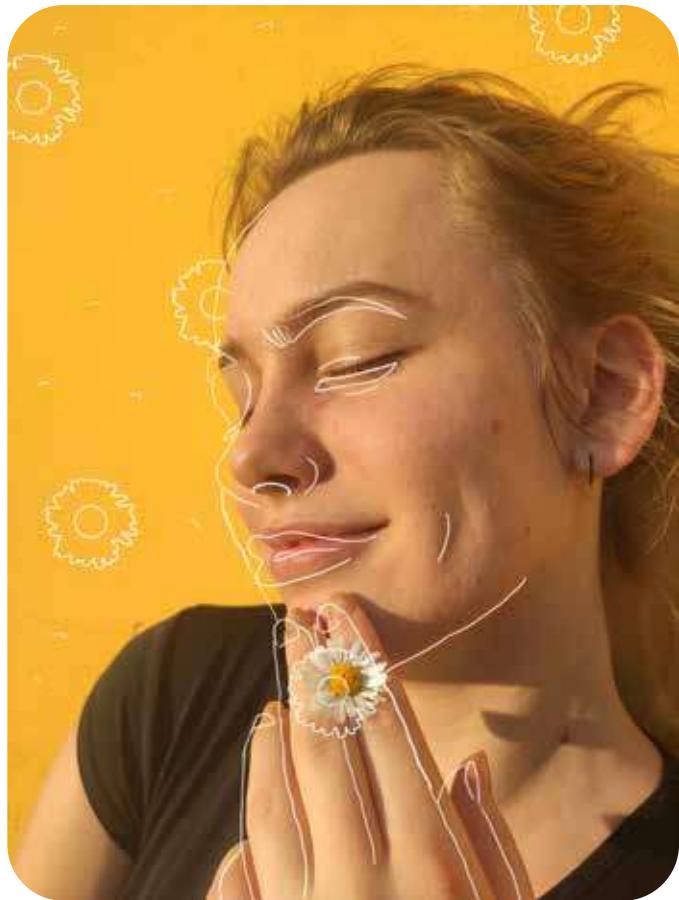


Liliána Bitó

portfolio - 2024

01

About me



Hi, I'm Liliána Bitó, I am a creative designer driven by the thrill of creating new, beautiful and meaningful things for the world around me.

Education

Industrial Design Engineering Bsc
Budapest University of Technology and Economics

Graphic Design Course
hashtag.study online course

UX/UI for Gaming
ELVTR online course with Ariel Mallo

Experience

GODZIE Sport Tech Ltd
Graphic- and Multimedia Designer
2022-

Softwares



Hobbies



Arts



Volleyball



Student Community Organisation

Designed for





Package design

Friole Kft.

June 2022

BME semester project

02





Friole Kft is a small business, which produces and sells cold-pressed seed oils. They already had a repertoire of a few products, including hazelnut, grape seed, poppy seed, walnut oil and a few more.

Due to broadening their product range with seed flours and whole seeds, I was commissioned to design packaging for the new products as well as fitting the old label to the new packages.



The design concept

The original branding fits the company perfectly. It is neat, minimalistic and elegant. It reflects the core values of the company: high quality product without any additives, healthy and definitely worths the price.

The black and white base gives a clean canvas for the gold details, so the gold is not overwhelming and corny but elegant and suggests a high quality product. The originally green logo is changed to black here, which also contributes to the balance.

I have no intention of changing this message, therefore I will use the base elements of the labels. The glass needs to stay dark because of the contained oils.



...

USER NEEDS

Easy use: open and reseal conveniently
Easy to store
Preserve product for a long time
See product amount
Value for money
Used when cooking or snacking
Does not damage easily

SELLER NEEDS

Storage & Transportation Efficiency
Preserve product
Sell the product
Cheap & accessible for small business
Create customer-loyalty
Sell in stores and street markets
Create brand recognition

PRODUCT FEATURES

Different size seeds
Different textures
Colorful
Healthy
Fatty, oily
Organic
Food & healthcare

REGULATIONS

Sealing guidelines
List allergens
Mark expiration date
Show net mass
Minimum text size
List macros
Light protection

DESIGN

Informative labeling
Promotional features
Eye-catching
Aesthetic appeal

Cheap
Eco-friendly
Show product
Uniform
Unique from others

Preserves product
Easy use
Stackable design

Design

Design & Material

Material

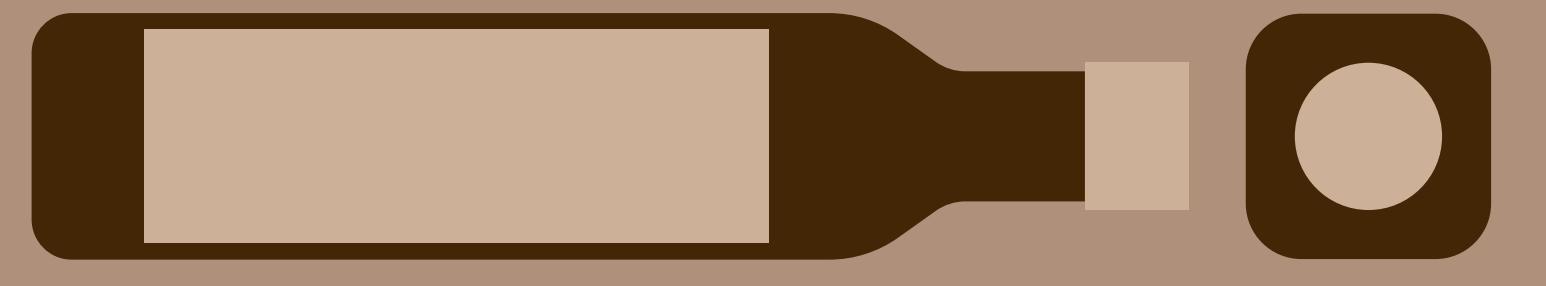
Moodboard

ELEGANT
ORGANIC
RAW
PREMIUM
NATURAL
HEALTHY



Shapes study

The square shapes make the products neat and stackable. They look good lined up on shelves, the labels show perfectly on the flat surface, so customers can see the contained product information right away.

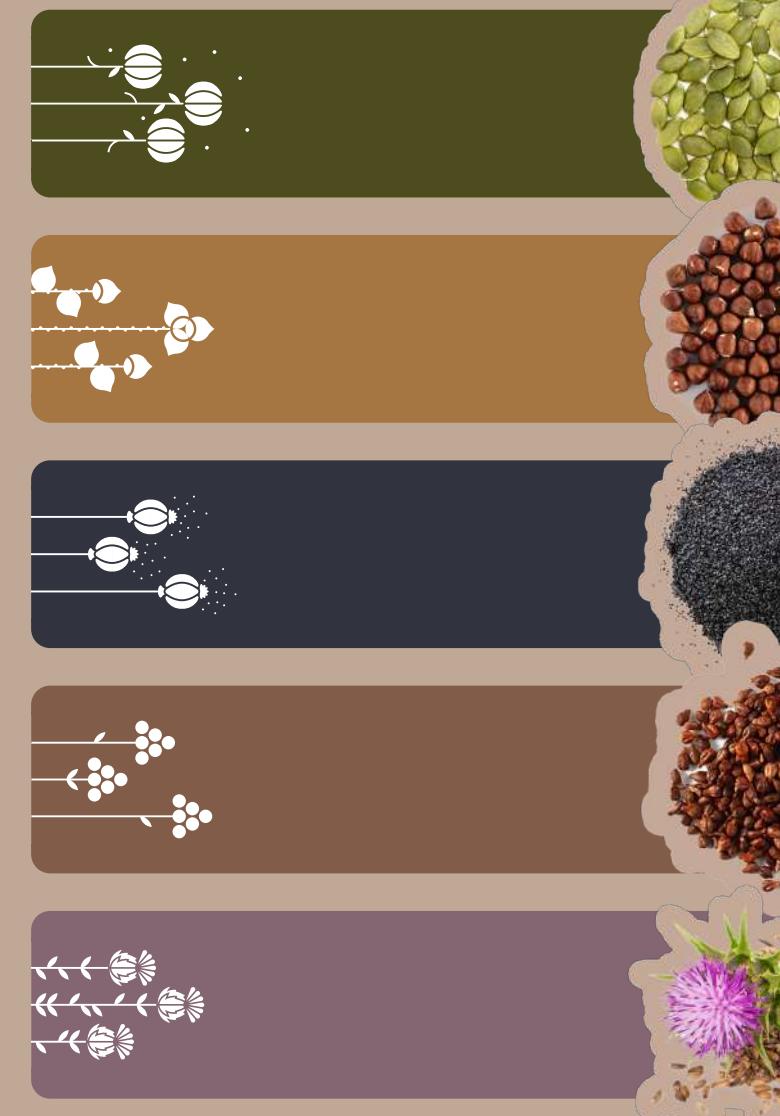


Graphic design

I find that these products are naturally really unique in color and texture.

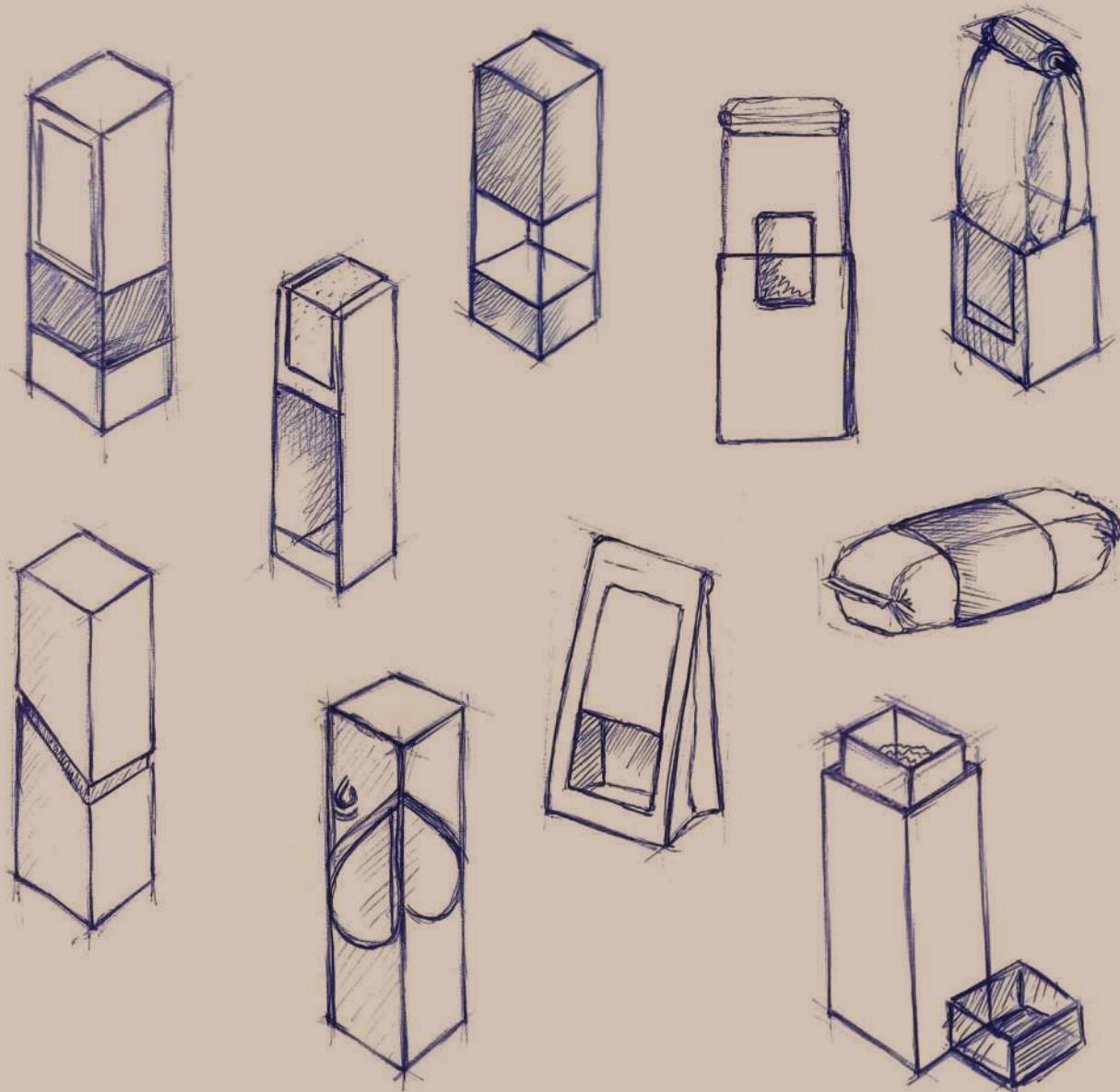
From seed to oil to flour, they are going through a change in color, texture, and taste as well as use. These natural colors add a very great personality to each plant and of course to each product.

I associated every plant with a color.



Sketches

I definitely want to show the colors and textures through the packaging as well. It is also more likely for a consumer to pick a product that they can see in real life, not just an illustration on the packaging. This way there is no uncertainty towards the contained products.



I have to keep in mind that this is a small business with lower budget for expenses. I decided to go with mass products for a base and make it interesting with label design and materials.

When selecting the base packages, my most important aspect in consideration was the usability and form.

Low-fat flours

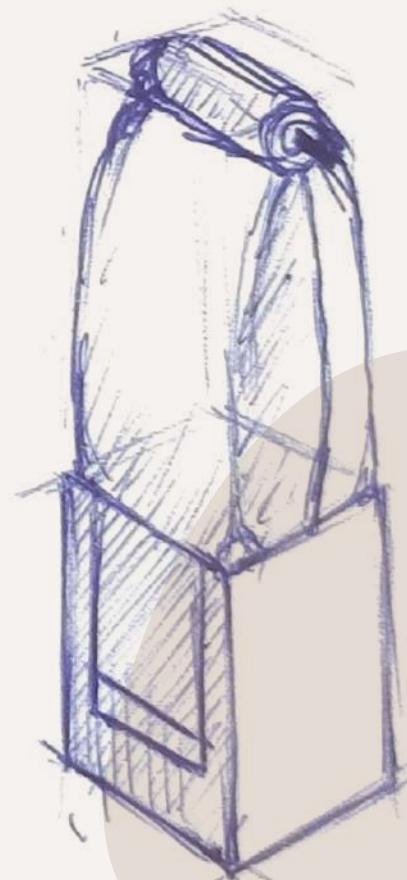
Made from fatty seeds



Fully sealed packaging

Protects from air, moisture and contaminants

Prevents the oil from leaking



Seeds

Different sizes

Bought for cooking / snacking

Resealable package for customer convenience

Moisture barrier for maintaining freshness

Stackable design

Bottles



Flour bags



However I would like the packages to be as environment-friendly as possible, I must use plastic-based packaing because of the fatty products.

I chose this packaging because the zip-lock ensures a closed sealing for the flours. It is also easily resealable for the users. A coating layer makes the paper bag water proof. The paper makes the packaging more sustainable than the all-plastic versions. The widened design goes well with the squared aesthetic.

Easy reseal

Shows product

Seed packages

After use, people often put the package in a cabinet, or in a storage room, so I had to consider stackability even after the package is opened. Traditional packaging of these type of seeds are usually not comfortable, can not be resealed properly without rubber bands or other types of fasteners.

People often buy some of these for snacking while going around the street markets. This package is easily opened and resealed, and can be carried around.

Easy reseal

Shows product

Snackable





Recommendation for further development

Technological Perspective:

Explore innovative packaging technologies and materials that can enhance functionality, shelf life, and consumer convenience.

Consider how emerging technologies such as smart packaging or interactive labels could be integrated into the design.

Accessibility and Inclusivity Perspective:

Ensure that packaging design is accessible and inclusive for all consumers, including those with disabilities or special needs.

Consider factors such as text size, contrast, and ease of opening to accommodate a diverse range of users.

Economic Perspective:

Evaluate the cost implications of different packaging design options, including materials, production, and distribution.

Try to use something other than plastic for the seeds and flours, while maintaining the sealing requirements and regulations.



Community space

STEAM Education

June 2022

BME semester project

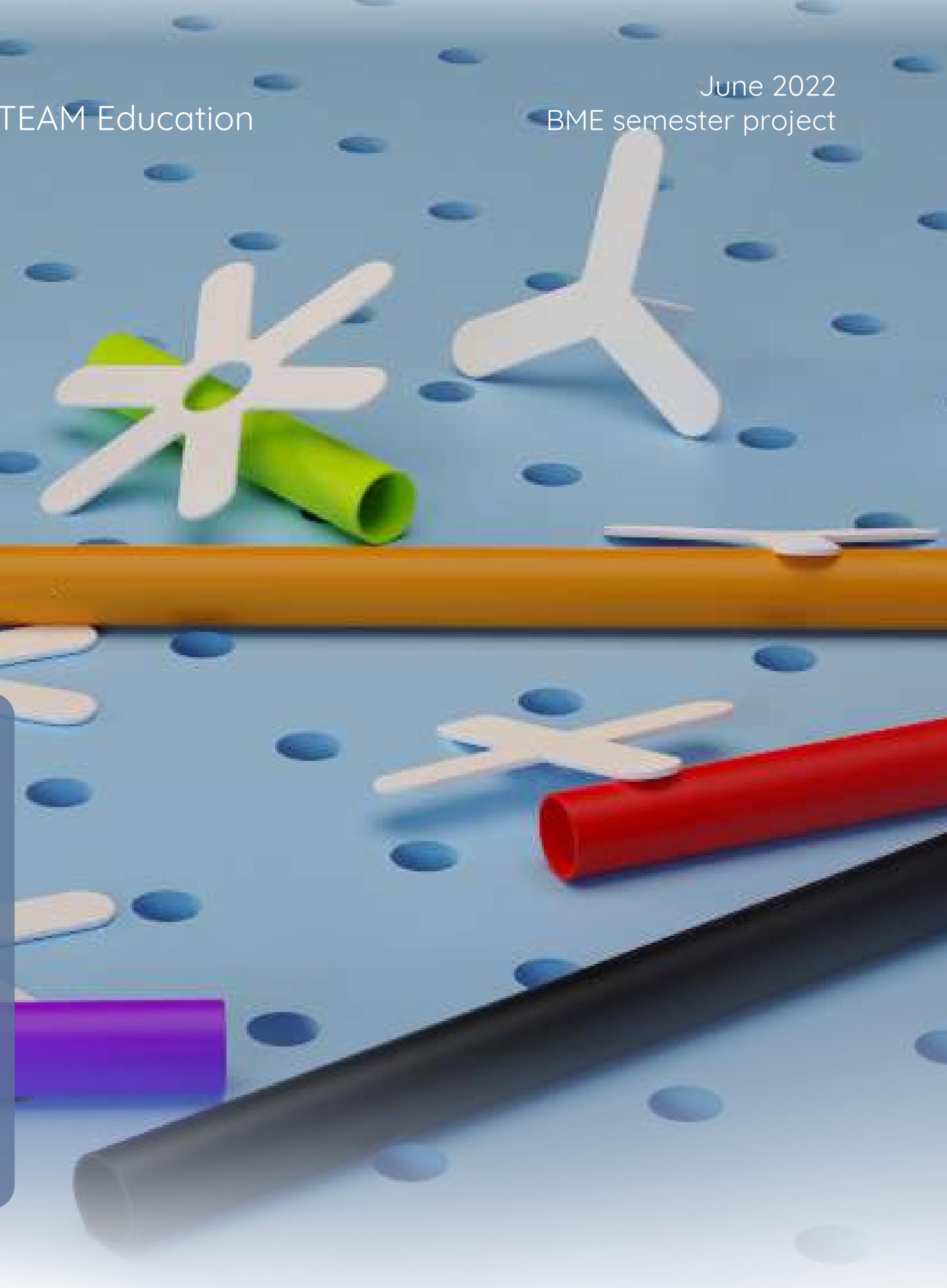
03



Redesign of a STEAM tool

The goal of this project was to **create concepts** for an installation in a community space based on the following task:

Improvement of educational tools and games based on the integrated STEAM approach including the development of game mechanisms, location/user-specific extensions, applications, product redesigns, and multimedia concepts (utilizing multiple touchpoints), all potentially supplemented with a communication concept.



spatial vision
 communication
 problem solving
 soft-motoric skills
 critical thinking
 creativity
 cooperation
 expression
 and much more...

Entertaining education

Science
Technology
Engineering
Art
Mathematics



B10 Art and Tech center

Exploring the needs

Reasons

Stepping into the Art&Tech center

Lunch break

Time to spend together

Time to spend alone

Studying

Event

Class / educational trip

People

Teenage friends group

Grandparents/ parents with children

Class with teacher(s)

University student

Youth friends group

Couples from any age

The space

Lot of installations

Short attention-span

Different cognitive abilities

Wide age range

Different amount of spent time

Events

Requirements

Very easy rules

Short game time

Low entrance-level

Relies on STEAM tools

Valtech Magna-Tiles
 Sphero Specdrums
 Lego Robots
 Lux Blox

Poly-universe
 Mondrian Blocks
 Logifaces
 Geomag

Smart Eggs
 Minecraft
 Osmo
 4D frame

I started to ideate along these requirements. These are only the most important requirements that the game must fulfill in order to succeed. I like starting with only a few guidelines, because it makes the ideation part less restricted.

Ideation

01

From a set of basic geometric shapes, players can build their own artwork at the Art&Tech center. There is a new theme each time period (every week for example). For this time, visitors can create their own artwork on the wall and post it on social media or print a photo of it at the venue. After every theme, a winner is selected, and wins a prize for their work. People can add to an existing artwork there, or create their own.



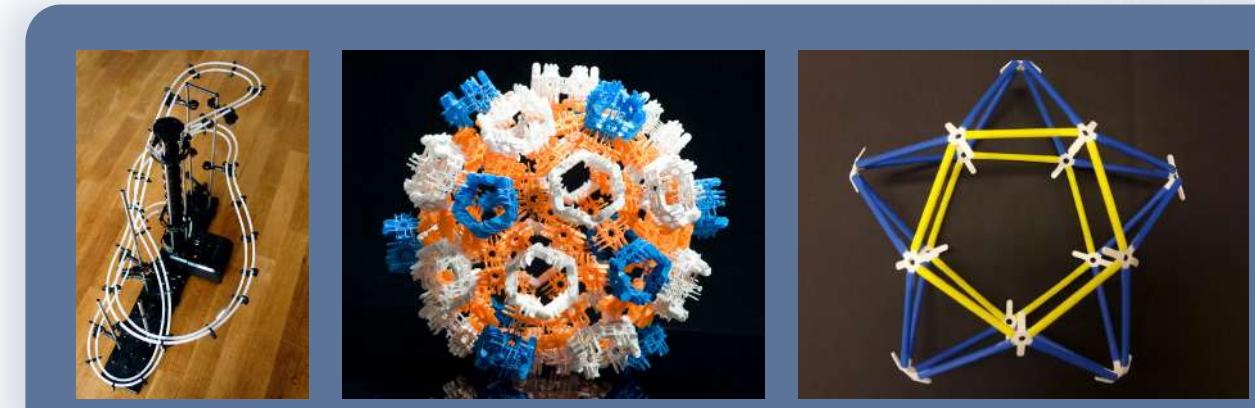
03

Players have a time limit, during which they have to prepare to present a situation, conception, or scene. The others can then guess, what was the object of the performance. The presenter can speak and move around the elements.
Similar to Activity and Imagine board games.



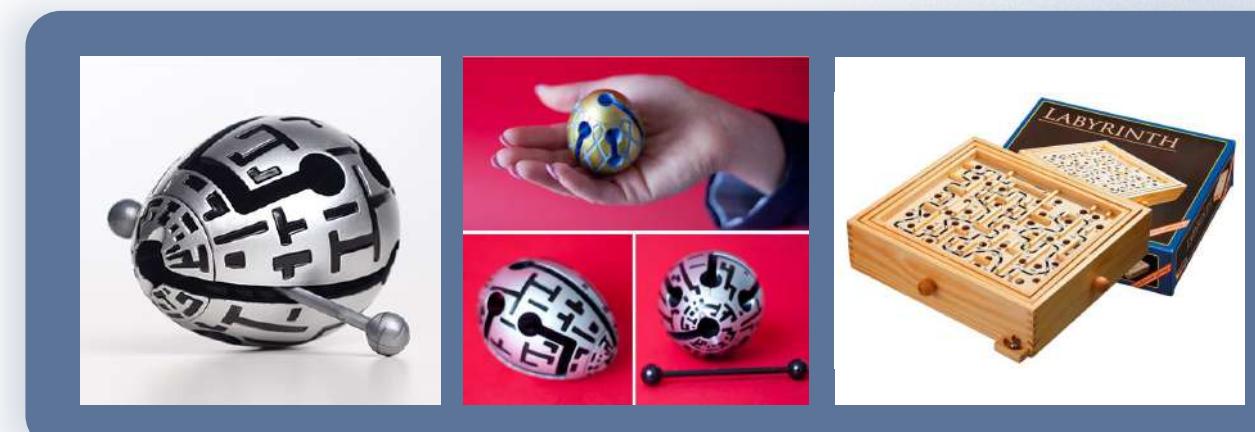
02

Building a track for a small ball that runs along the path from a determined start to finish. Players can set the difficulty level by replacing the start and finish stages. They can use elements from sets like 4D frame, Lux Blox, and similar STEAM games.



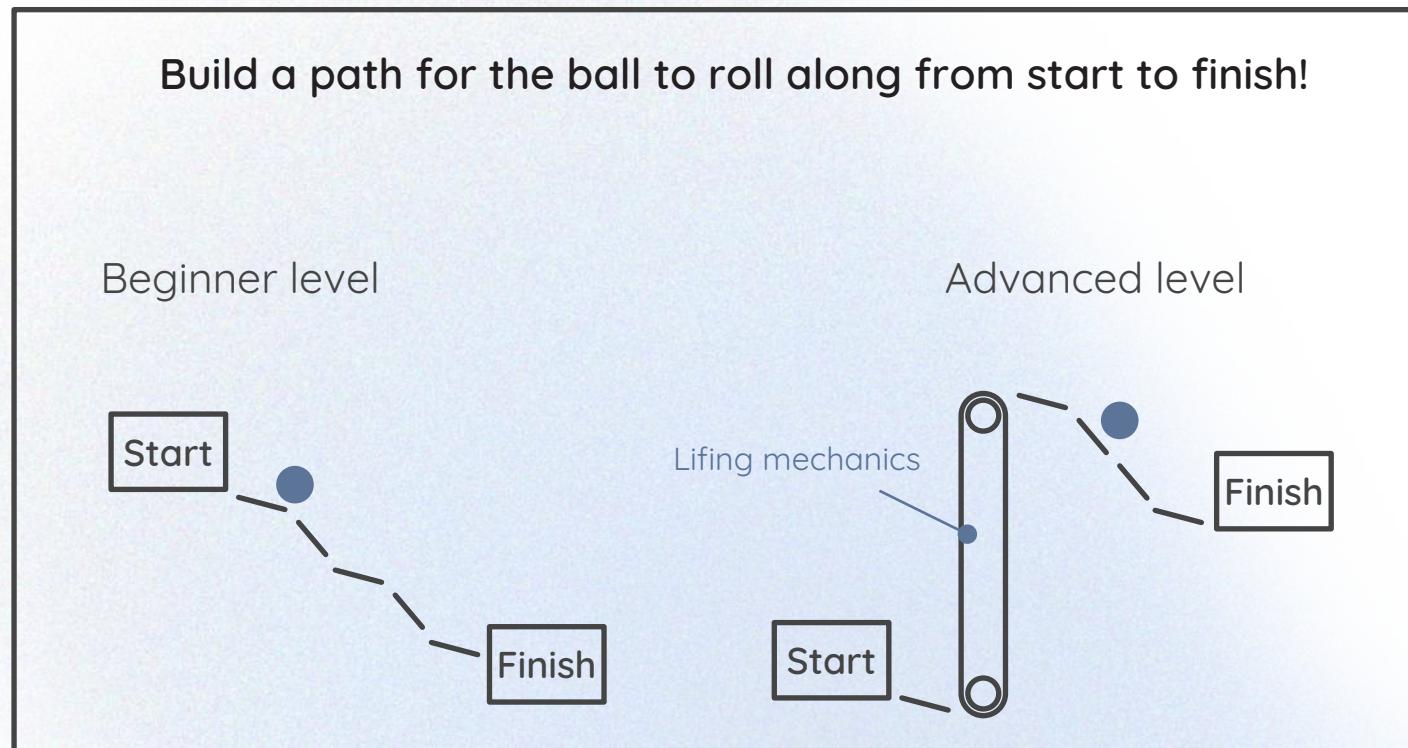
04

A slightly tilted table with labyrinth elements made like in the Smart Egg game. Players have to place a stick in the upper side of the labyrinth and lead it to the finish. They can race with each other or set a timer to make it more challenging. The labyrinth is built from a few joint blocks, so you can get a new game field by rearranging the blocks.



STEAM Wall of Art&Tech

I chose to combine the first two ideas from the ideation phase. This installation would occupy a wall or a segment of a wall in the room, making it conspicuous, approachable, and easy to initiate interaction with, while other, board game-like installations would blend in with the crowd.



I chose this concept for further development because this game differs from the other ones in terms of game mechanism. With enough pieces, it allows plenty of players to be able to use the game at the same time alongside each other or even cooperating.

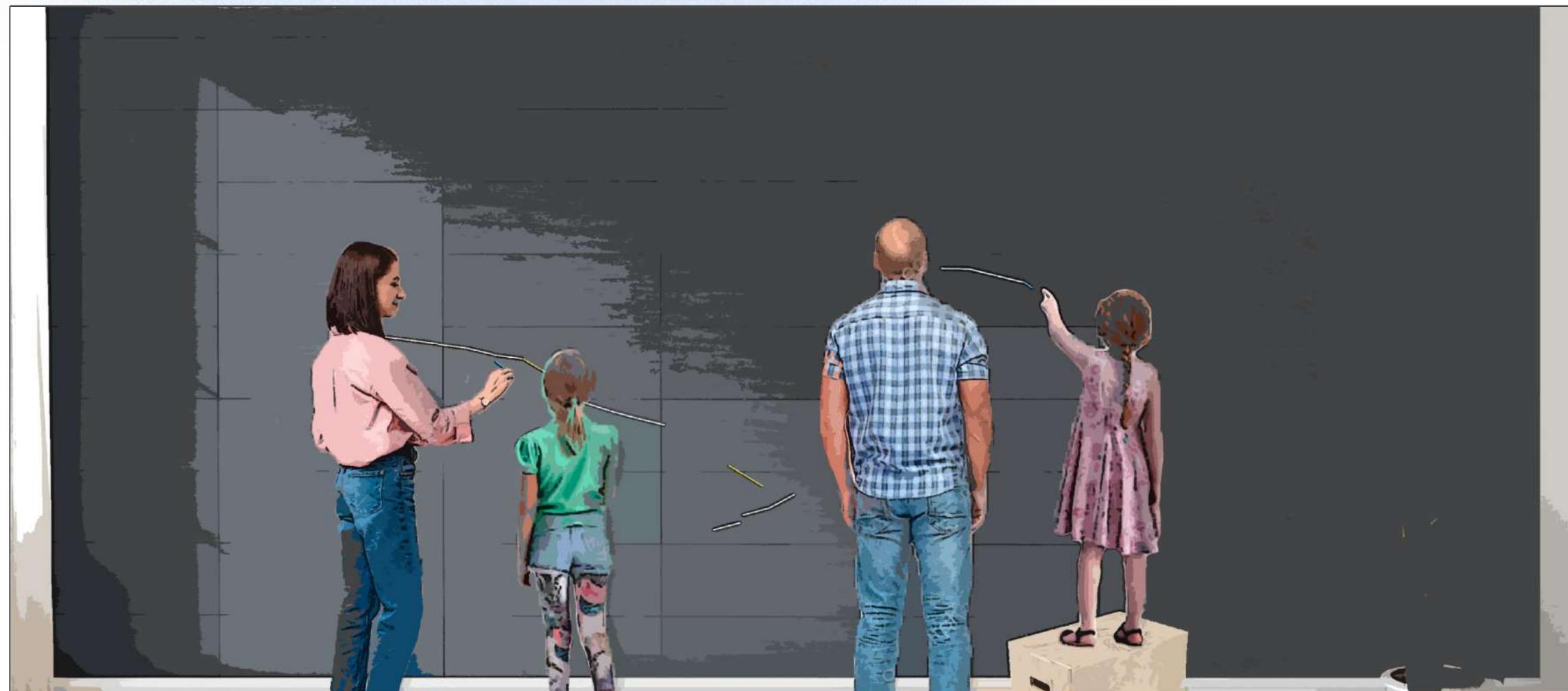
It is possible to generate different difficulty levels by replacing the "start" and "finish" stages, so it ensures the right amount of challenges for each age group.

It provides space for collaboration between different age groups (e.g. grandparents with their grandchildren) due to the lack of rules and low entrance level.

There is no time limit, the players can decide the amount of time they want to spend with the installation every time. You can have a feeling of success by playing for just a few minutes, but if you have time, you can choose more challenging routes.

It stands out from other similar games as it is placed on the wall surface.

The game does not have a winner, players have the feeling of success completing the previously set goals.



Feeling of success

No time-limit

Encourages to cooperate

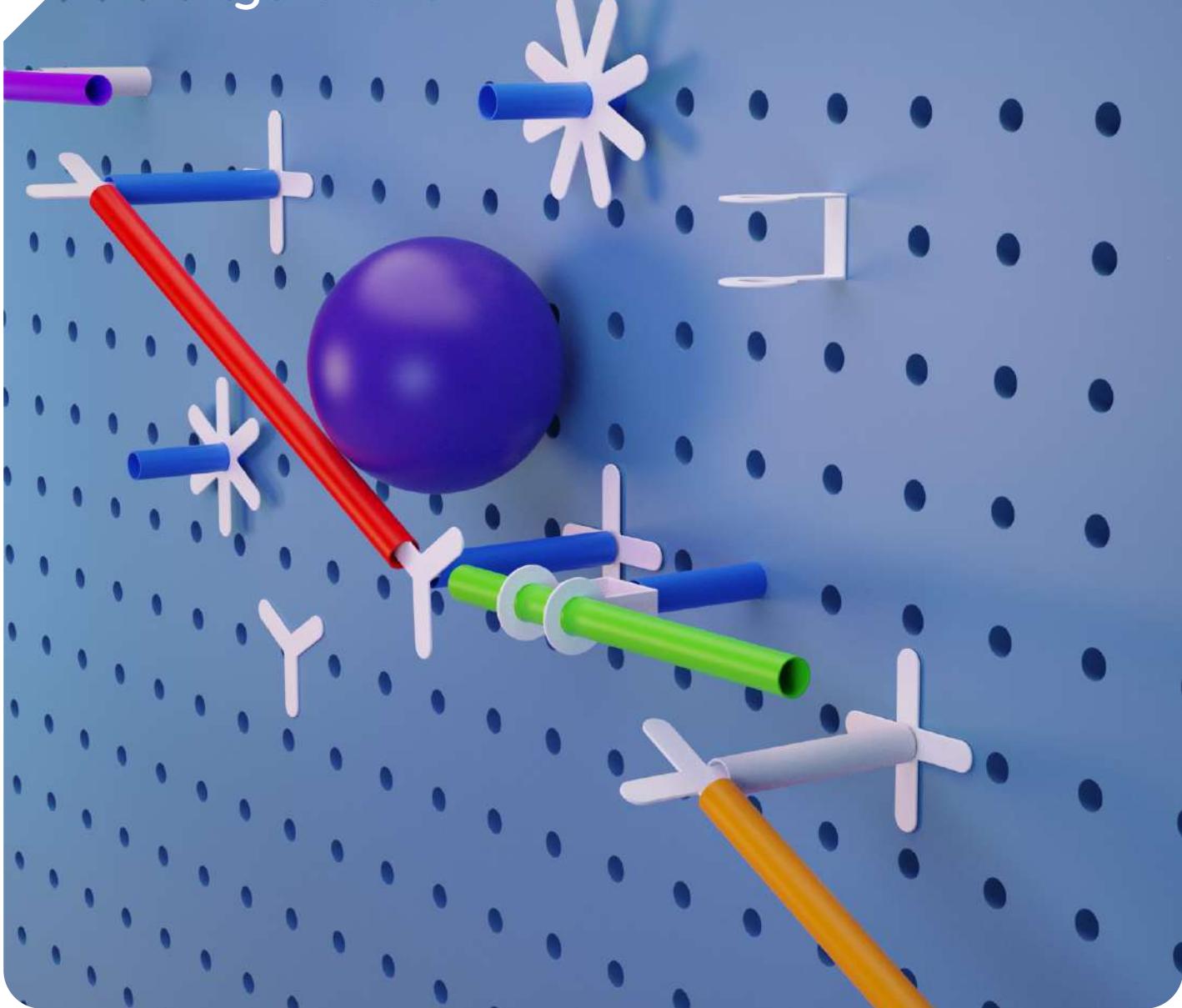
Encourages to engage

Developing creativity

Developing community

Concepts

1 The geometrical wonder



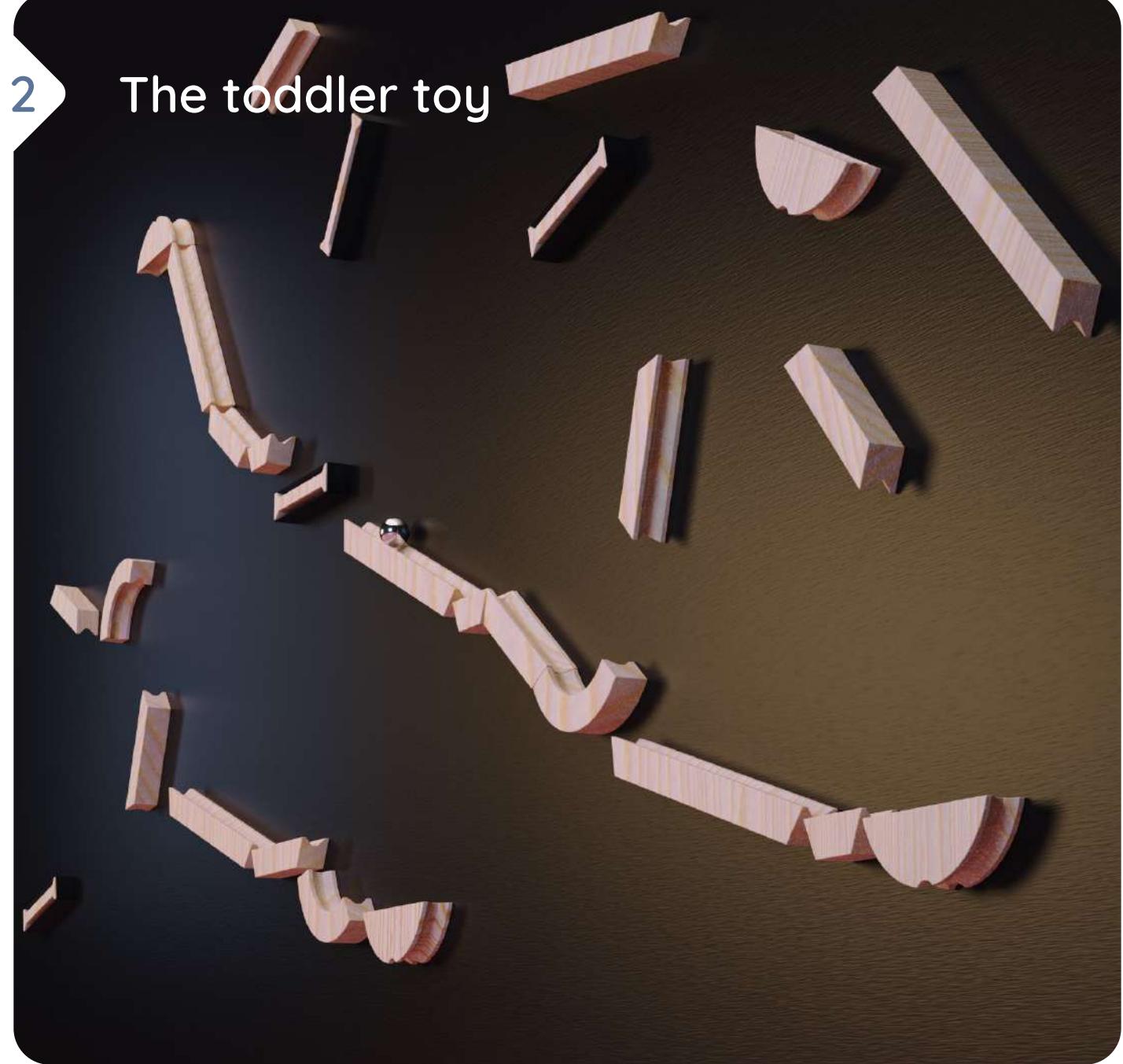
Wall: perforated sheet

Tool set: 4D frame & 4D frame mechatronics sets

Geometry, mathematics
Engineering, mechatronics
Programming skills

Connection of geometrical shapes. The holes give a well-defined base structure, therefore the players have to adjust their construction to that. It makes the game more difficult and complex. With the incorporation of 4D Frame Mechatronics set, it is possible to bring the experience to the next level, because of the electrical parts, motors, chains, etc.

2 The toddler toy



Wall: magnetic/metal wall

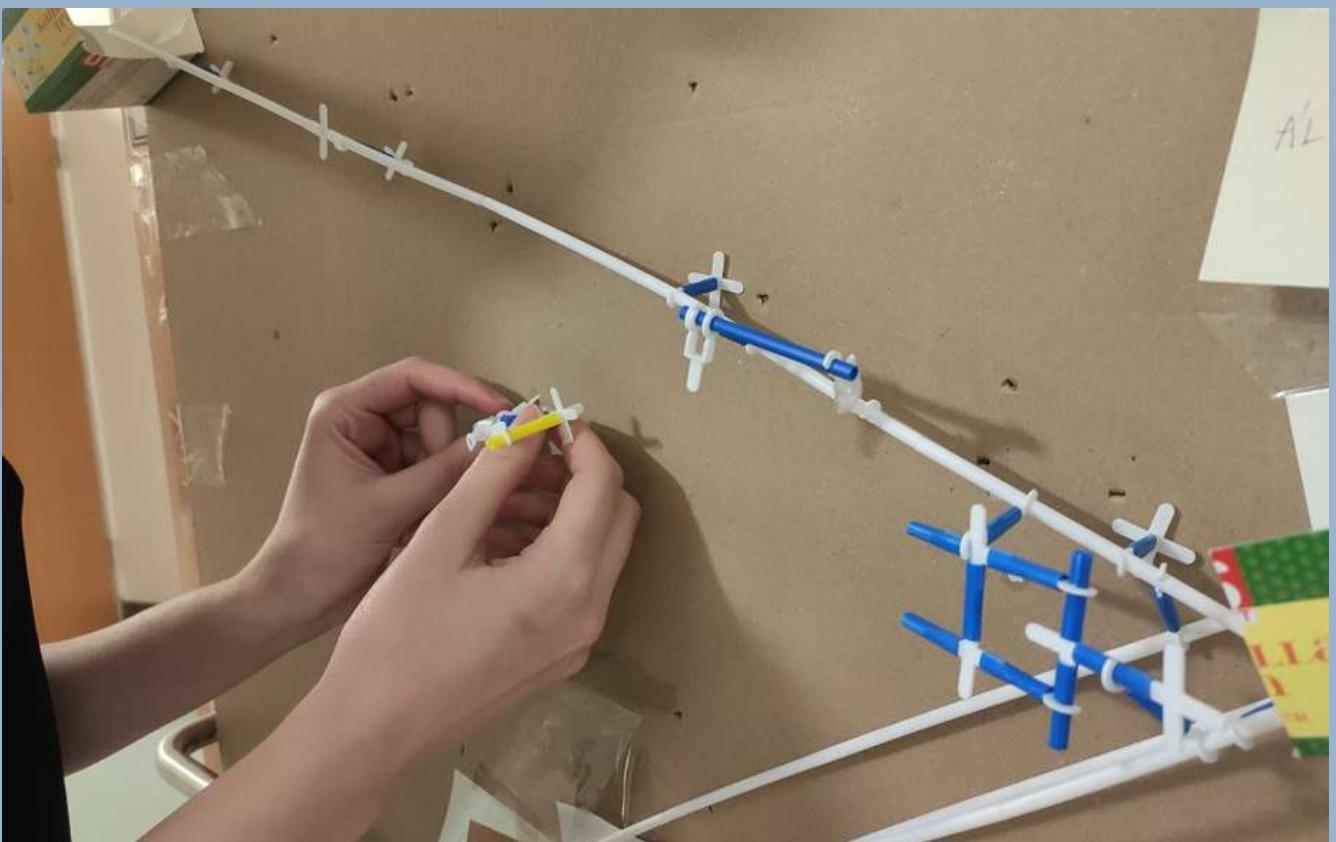
Tool set: Wooden/plastic blocks with magnet on their backs.

Lower entrance & skill level
Easy to build tracks
Diverse range of elements

Players can build a ball track pretty easily with this tool kit. The elements are easy to arrange, rearrange and the ball can roll inside the trenches on the elements. Players does not have to build very complex structures in order to lead the ball into the finish, unlike with the 4D frame elements.

Prototyping

At that time I was living in a 1000 student dormitory. This place offered a great crowd for testing prototypes.



I wanted to make sure that the game attracts and maintains attention, so I made a prototype. I put it in a public place, where everyone passing can notice it, just like in the Art&Tech Center. I provided a brief set of instructions, so that anyone could start playing.

I asked the participants to give a short feedback on their experience with the game. It was more popular than I have anticipated, even in this small area and with just a few type of elements, people enjoyed themselves a lot.

Information gathered:

- ⌚ Time spent: 5-45 minutes - a few got immersed in achieving their own goal and spent a lot of time on it.
- ⌚ As expected: the 4D frame set was more difficult to start and more challenging as the wooden one.
- 🔗 The prototype made of thick cardboard degraded quickly as all elements left holes in it
- ✓ Everyone could achieve success, as they were able to set difficulty of the game, and decide on spent time.

Improvement ideas

Inclusivity

Modified tool kits that are easy to grab and move. Using different materials so that the ball gives sound when rolling along the paths.

3D printing workshop

Organised workshops when players can make their own set of elements, while learning about 3D printing technologies.

The upcycle

Tool set: sticks with paper/ wooden elements. Can be made from waste material adding used plastic bottles, creating elements in workshop.

Art challenge

With a tool kit including different colors, materials and shapes. See “01” idea at ideation phase.



UX-UI

FPS game

May 2023
ELVTR course



This part contains the assignments created for the **UX/UI In Gaming with Ariel Mallo** ELVTR course.



04

Brief:

FPS game

This is an online game. Our players have friends from all over the world, they would like to get immersed in epic online battles with them.

Small and short challenges will be appreciated to train their avatar's military and strategy skills.

Also, they really enjoy playing in new environments, so we will need an area to buy and download new DLC inside the game.

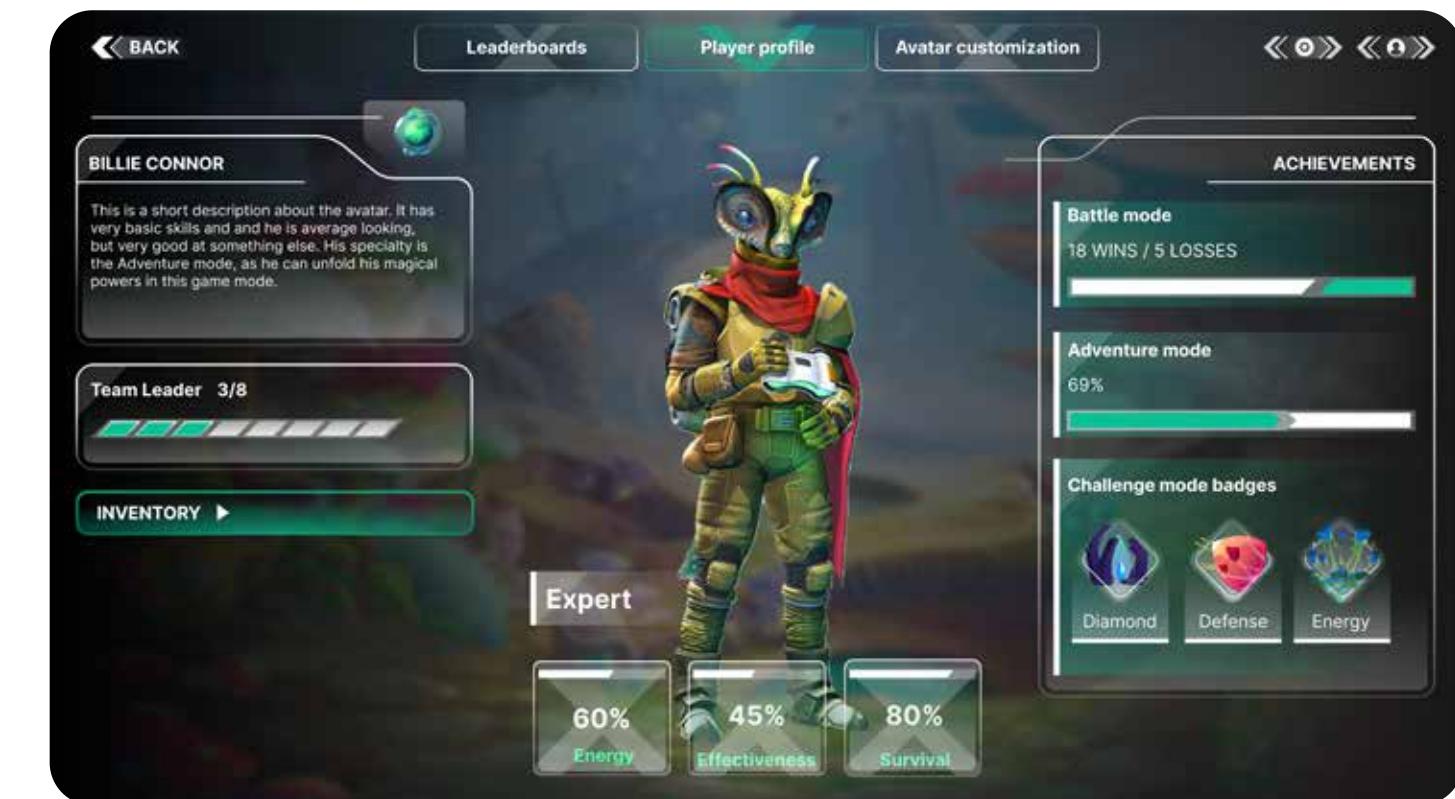
A player profile screen is mandatory, to view the player's skill progress and achievements.

What I learned

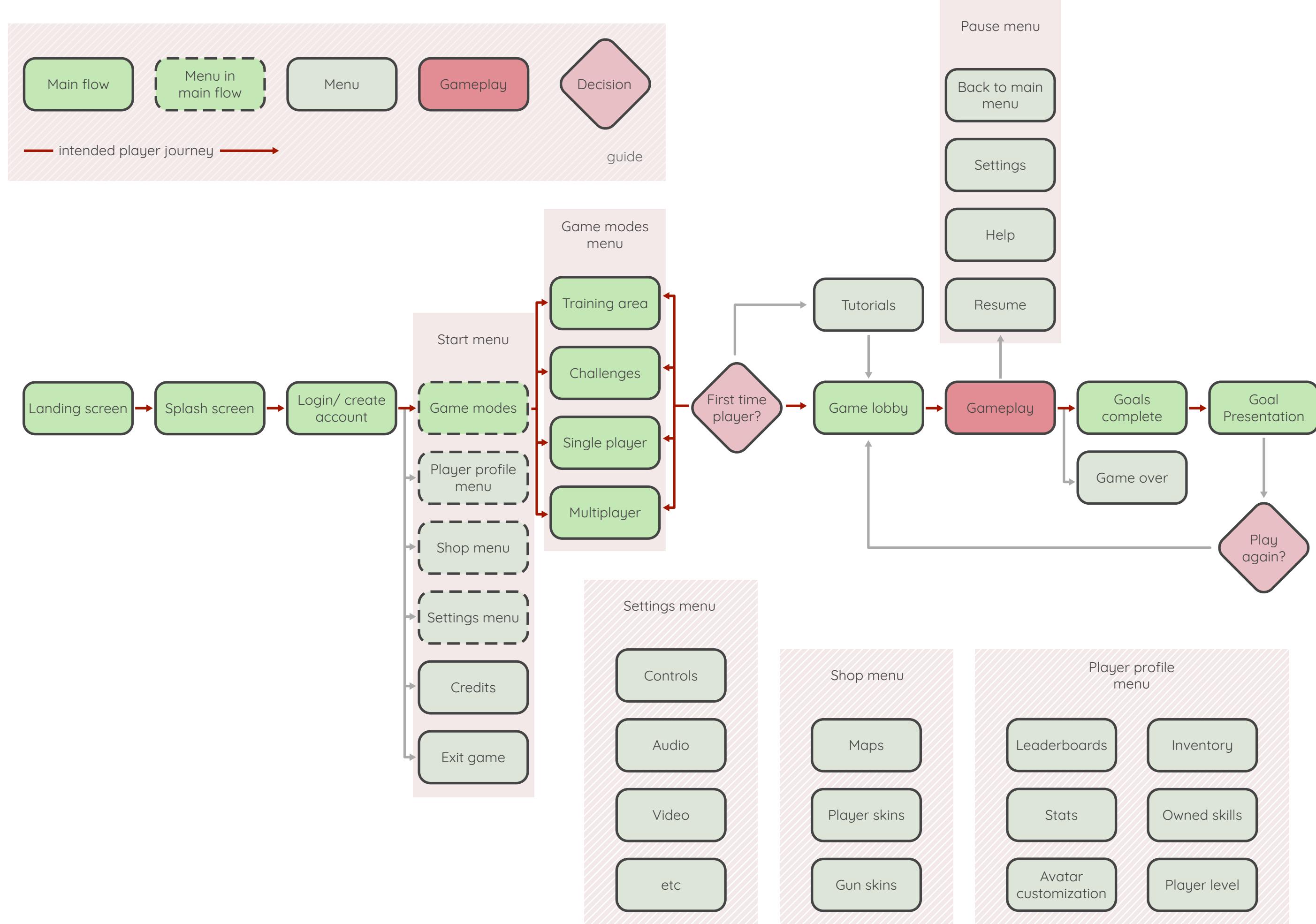
- Game design and UX/UI design terminology, methods
- Use of Figma
- Game design elements
- Design thinking: how to immerse the player in the game

Result

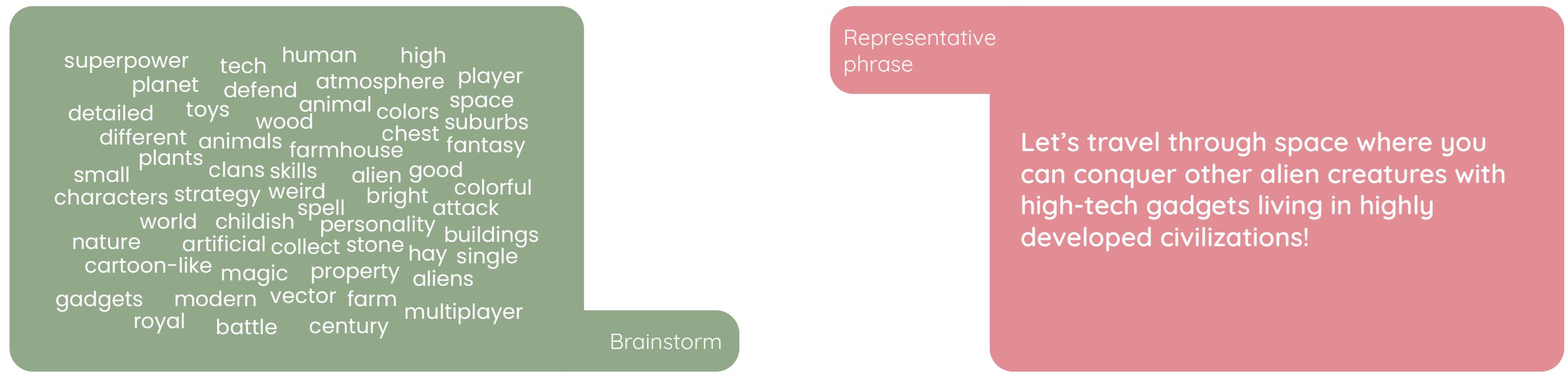
Workflow
Moodboards
Wireframe
Mockup



Workflow

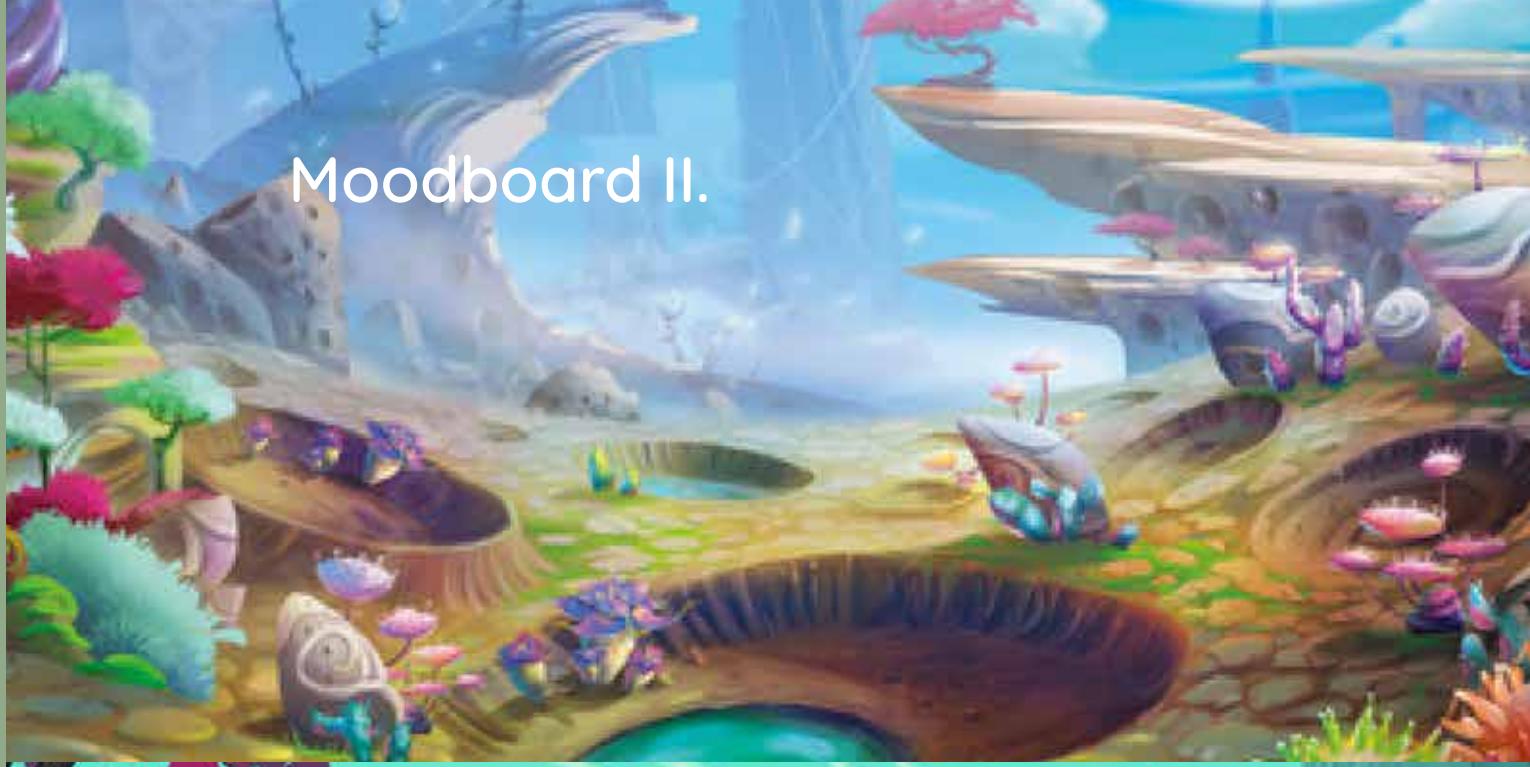


Moodboard



creatures	colorful	conquer	developed civilizations	high-tech	space
fantasy magical aliens superpowers space other planet creatures mythological	colorful cartoon-like artificial colors high detail childish toys bright vector metal	single player multiplayer battle royal defend-attack collect strategy defend property side quest colony conquer	farm suburbs nature stone developed civilizations hay animals outside various buildings skyscraper	spells skills gadgets high-tech scientific technological magic potions nuclear radioactive	fun stimulating animated friendly good atmosphere weird personality for avatars unearthly space
overall game style	UI style & graphics	game modes, battles	in-game environment	battle specialties	atmosphere

Moodboard II.

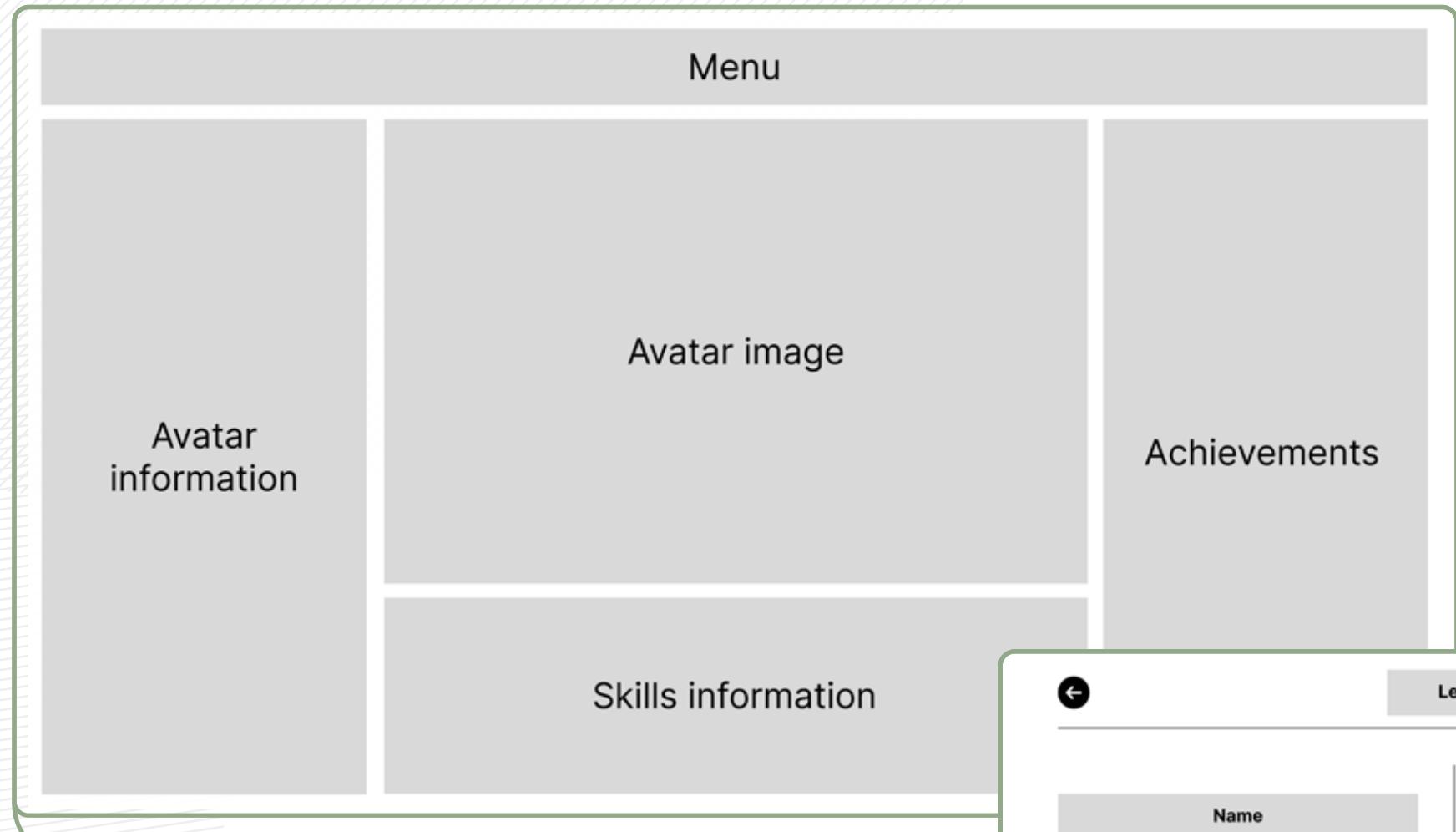


Menu:
Back to home
Player profile
Leaderboard
Avatar customization

Avatar information
Player image
Short text description
Player name: Billie Connor
Role: Team leader, level 3/8

Skills information
Experience: Expert
Energy: 60%
Effectiveness: 45%
Survival: 80%

Achievements:
Battle mode: 18 wins / 5 losses
Adventure mode: 69%
Challenge mode badges:
Diamond / Defense / Energy



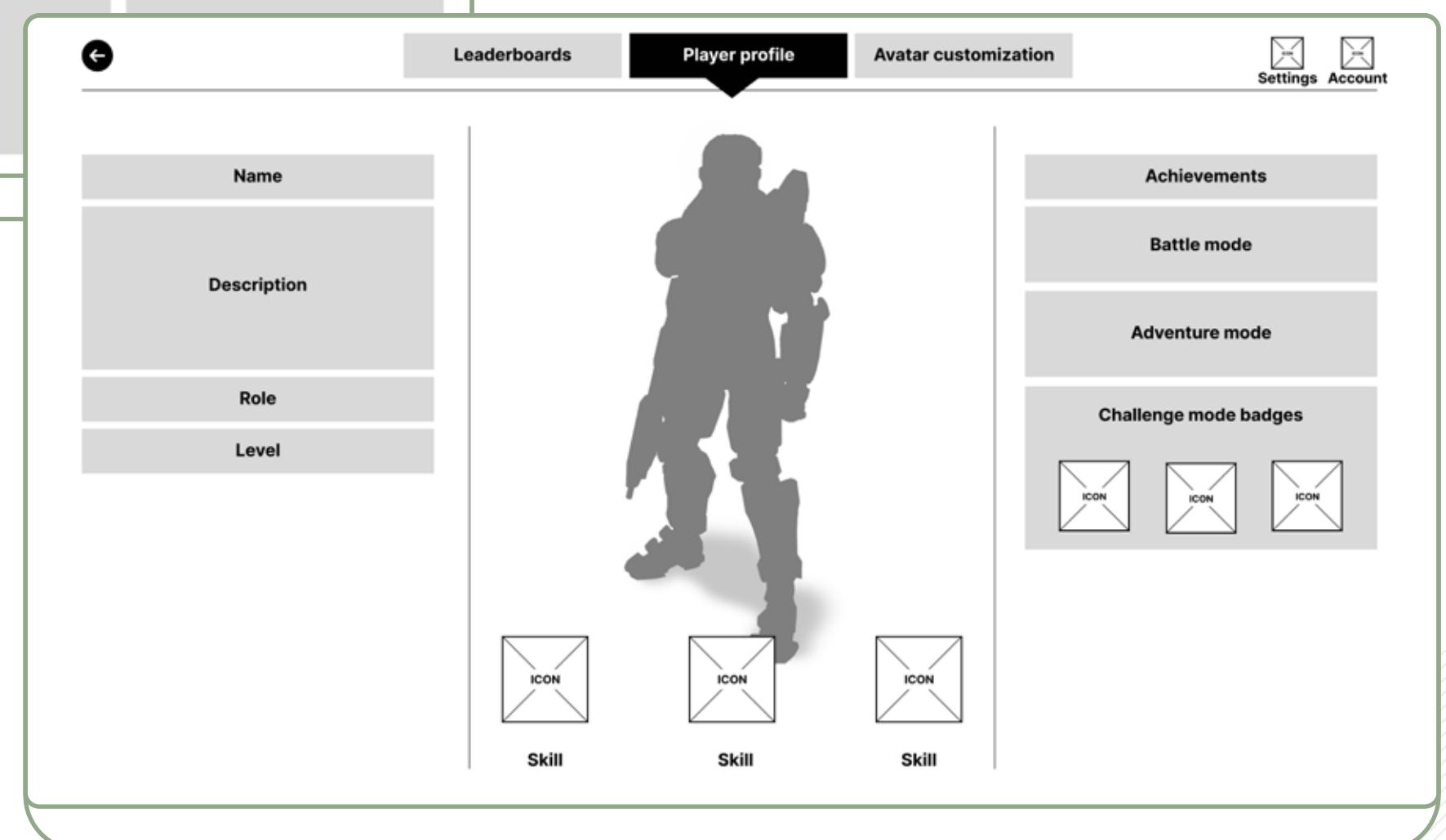
During this part of the creating process I was not focusing on exact displayed information, just defining the areas in general.

After defining the main informative areas, I started to break them down into smaller sections, and thinking about more exact solutions.

Throughout the planning process I looked at existing games' user interface and I found that placing the avatar in the middle was the best option. With this layout, the player can observe their own avatar, make changes on them, pick skins, guns, etc.

The menu bar on top allows the player to easily switch between sub-menus, so that all information is not placed on one single screen, causing it to be too crowded. Static information is placed on the left.

Constantly changing elements are all placed on the right side, so it is easier to notice changes after each gameplay. Some of the most important dynamic information is placed in the middle, closest to the avatar.



BILLIE CONNOR

This is a short description about the avatar. It has very basic skills and he is average looking, but very good at something else. His specialty is the Adventure mode, as he can unfold his magical powers in this game mode.

Team Leader

3/8

Expert

60% Energy, 45% Effectiveness, 80% Survival

Achievements

- Battle mode**
18 WINS / 5 LOSSES
- Adventure mode**
69%
- Challenge mode badges**

Diamond, Defense, Energy

Additional content

This screen design contains the optional elements if some additional data is needed. You can easily expand the previous screen with information when a new version of the game is released for example.

The final design

I used a lot of negative spaces not to overwhelm the player with too much information. I tried to use as many visual representations as possible instead of text so it allows quicker processing for the player.

BILLIE CONNOR

This is a short description about the avatar. It has very basic skills and he is average looking, but very good at something else. His specialty is the Adventure mode, as he can unfold his magical powers in this game mode.

Team Leader

3/8

See inventory

Item, Item, Item
Item, Item, Item

Expert

60% Energy, 45% Effectiveness, 80% Survival

Achievements

- Battle mode**
- Adventure mode**
69%
- Challenges completed:** 5/20
- Skills earned:** 4/15
- Challenge mode badges**

Diamond, Defense, Energy

 BACK

Leaderboards

Player profile

Avatar customization

BILLIE CONNOR

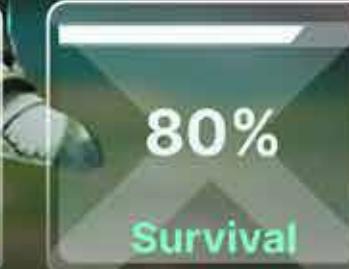
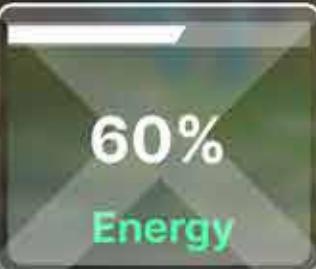
This is a short description about the avatar. It has very basic skills and he is average looking, but very good at something else. His specialty is the Adventure mode, as he can unfold his magical powers in this game mode.

Team Leader 3/8

INVENTORY ►



Expert



ACHIEVEMENTS

Battle mode

18 WINS / 5 LOSSES



Adventure mode

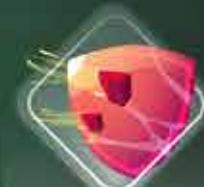
69%



Challenge mode badges



Diamond



Defense



Energy

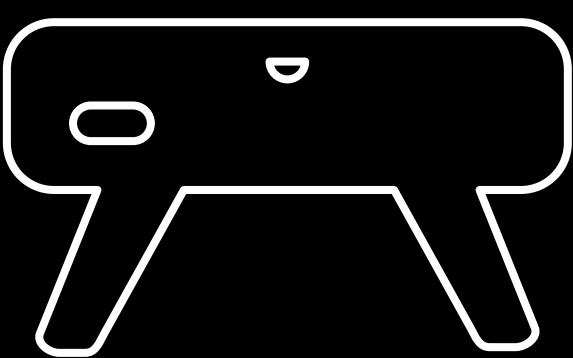
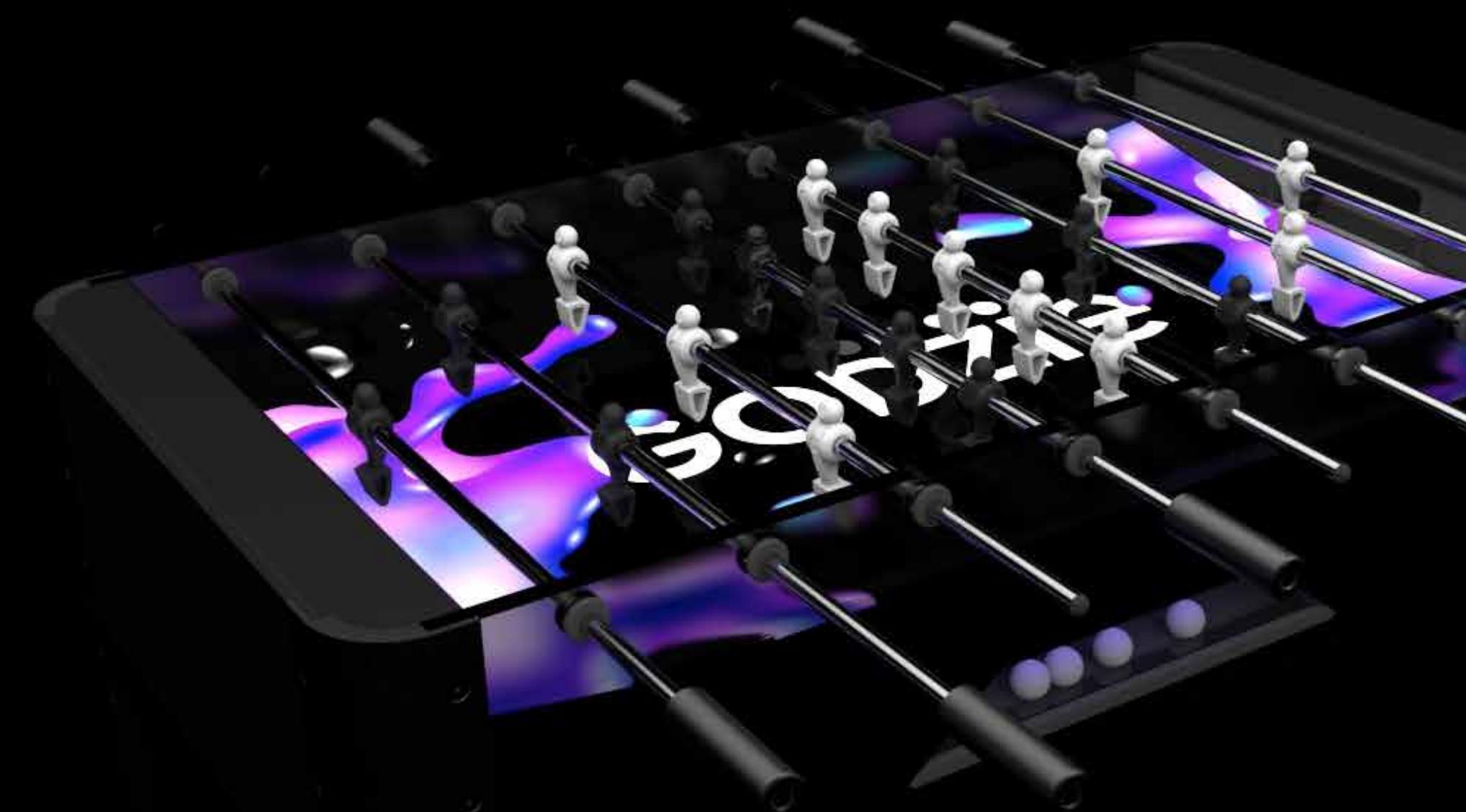


ABOUT

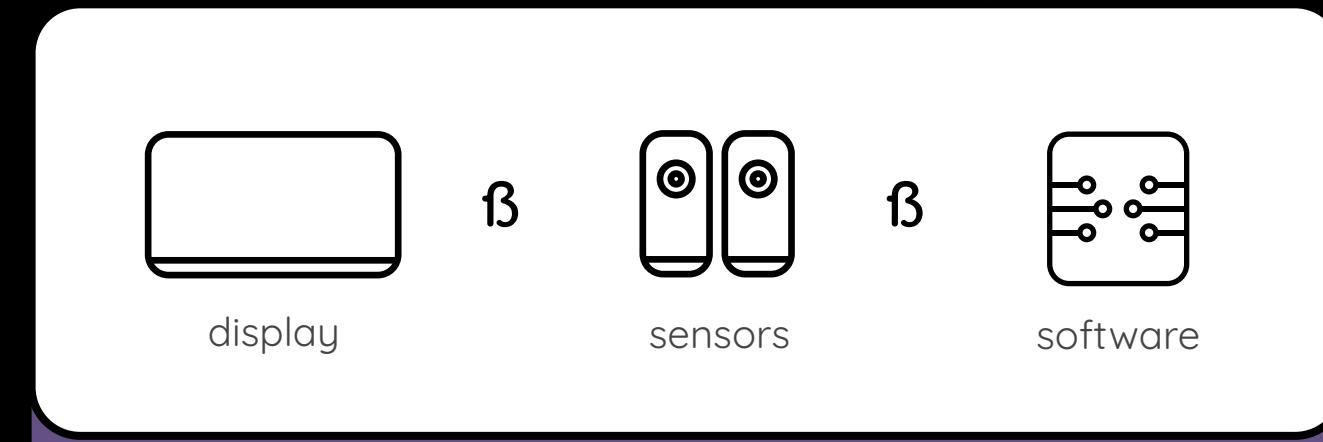
Godzie is a startup originated from 2020. The main product is a smart foosball table.



05



+



Foosball table

GODZIE®

SMART foosball



Since this product is new and exceptional, there is no existing research about this kind of digital surface yet. My task was to make a research, gather all available information, search for similar use of surface and create a plan for usability testing.



Displayed information for players

► Scores
Advertisement / promotions

Displayed information for spectators

► Advertisement / promotions
Game status

NEW OPPORTUNITIES

Foosball is an about 200 year-old game but it is still played as it was the time it has been created. With this technology, new opportunities arise in gaming experience.

MONETIZING THE GAME

However foosball is a well-known and liked game around the globe, it has not yet been monetized in a way that professional players can benefit from their passion.

PARAMETERS

The tabletop display is on a foosball table. Viewers stand from all angles around the table, each user should see the important information.

USE

Amateur gameplay - offices, pubs, events - as an entertaining device. We are not focusing on professional players at the moment. Monetization possibilities through advertisements.

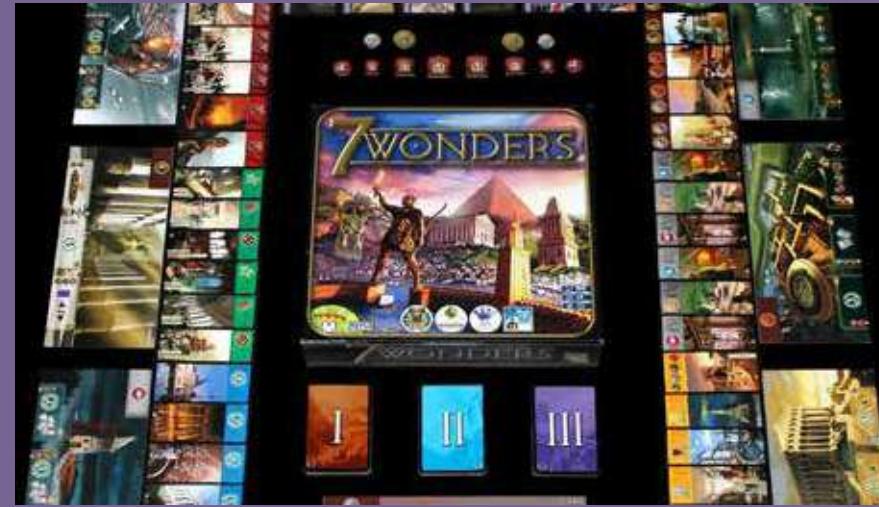
SIMILAR USE CASES

Sport fields



- Advertising solutions
- Eligible from all directions
- No duplications

Board games



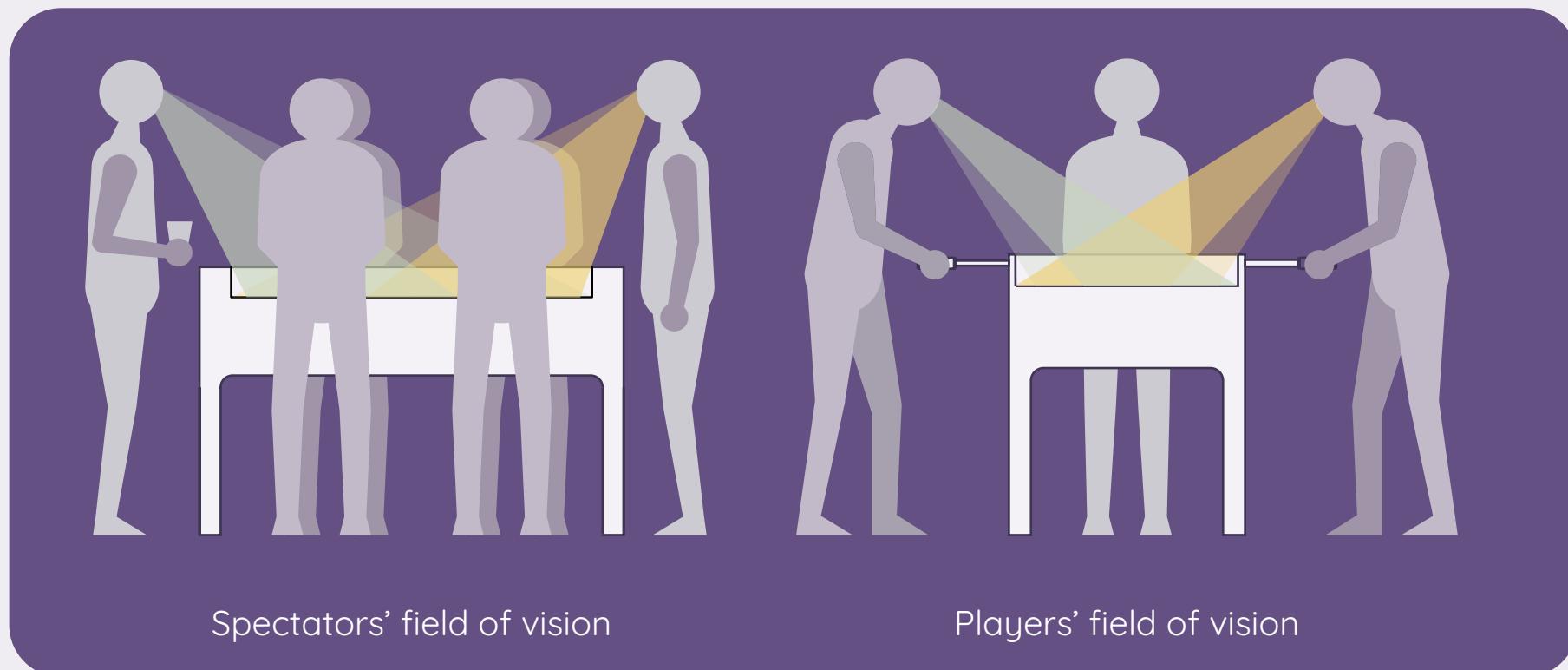
- Advertising solutions
- Eligible from all directions
- No duplications

Digital tabletops



- Advertising solutions
- Eligible from all directions
- No duplications

WHERE DO I LOOK?

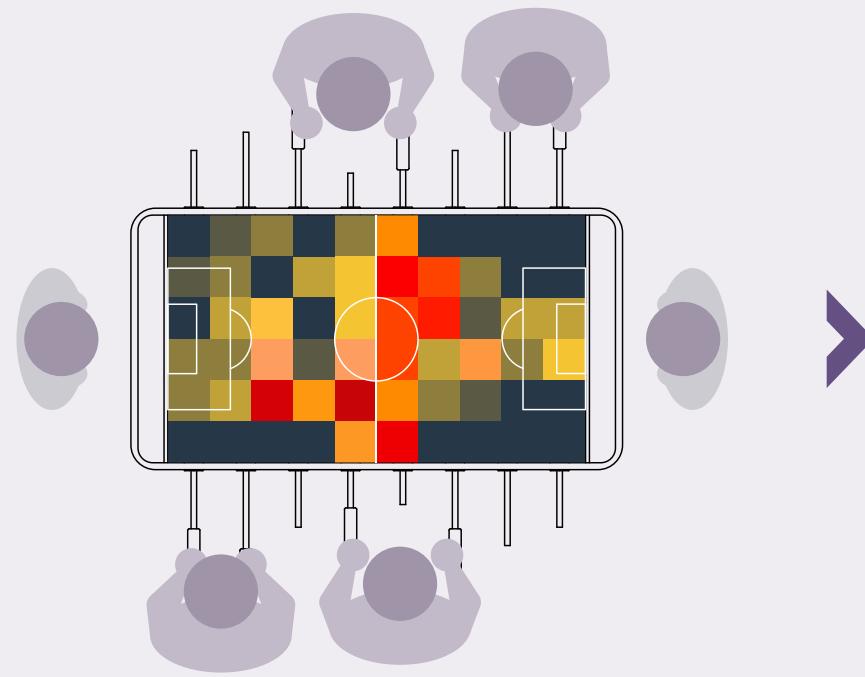


Players tend to look at the further side rather than the nearest one. Even while gameplay they have to lean forward to see all walls of the table properly. As we are focusing on amateur players, it is even less likely for them to lean in and play seriously just for a fun 5-minute game. Therefore it is not practical to put information on the near side.

People standing next to the table however, will see the near side better because of the rods.

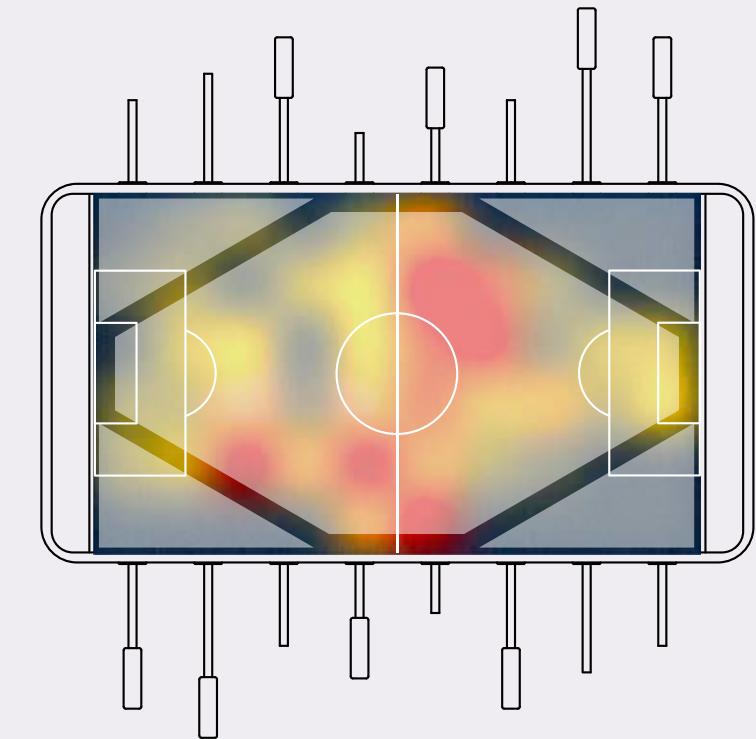
Comfortable area

Uncomfortable area



This heatmap shows, how much time does the ball spend in each section. Players will look at these sections most regularly.

We have not yet had the opportunity to create a heatmap with eye-tracking system, so I have to rely on this map, drawing a parallel between ball-time and observed time in the displayed areas.



<https://www.linkedin.com/pulse/connected-foosball-table-snef-lab/>

PLAYERS No distraction

Less contrast

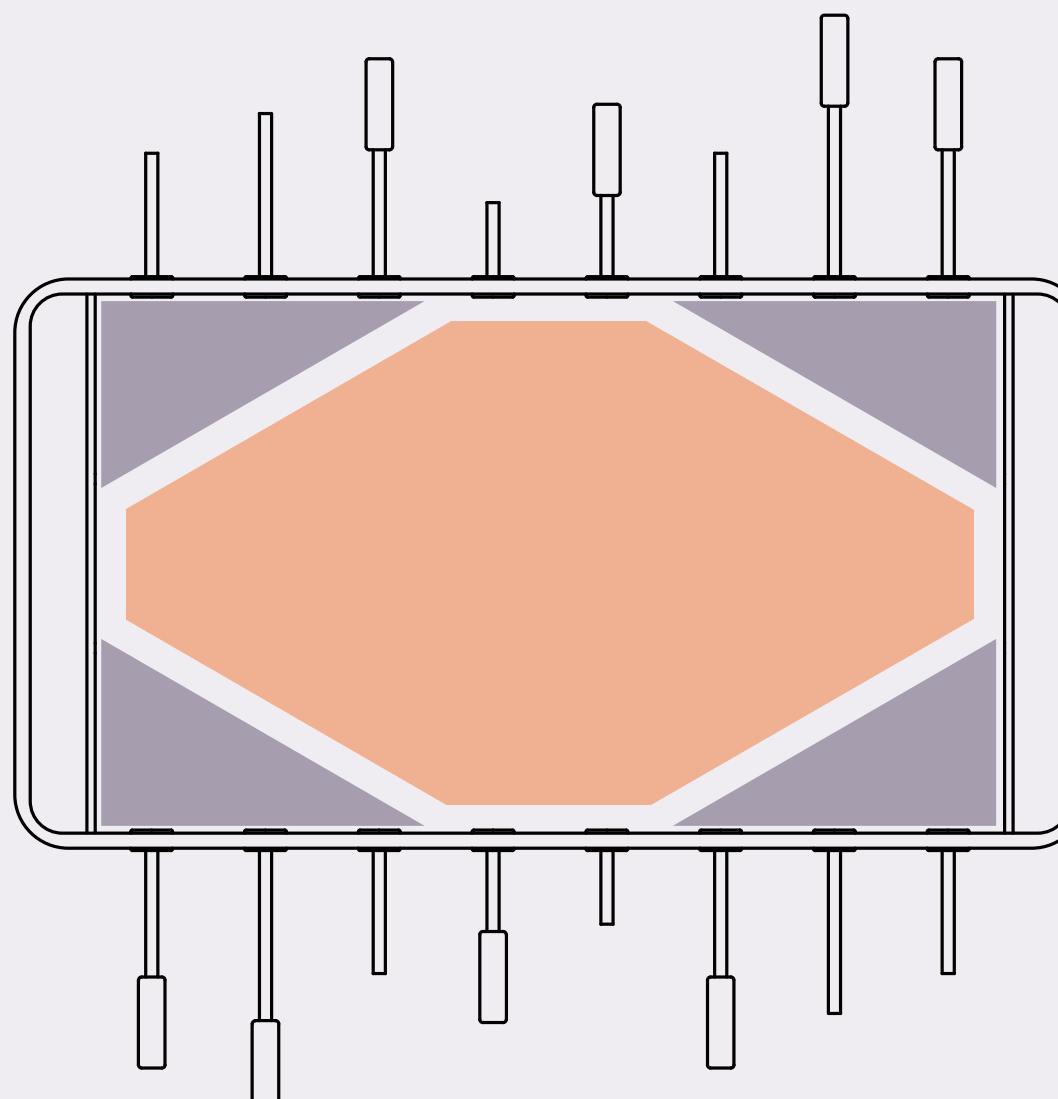
No moving elements

Not covered by rods & figures

Slight movement to catch eye

Players will look at these areas most of the time as they have to keep their eyes on the ball. While the ball is in game, there should be no distracting (moving or high-contrast) elements on the screen.

However, this is a perfect area for static elements and advertisement, as spectators do not concentrate on the ball so much, but are looking that direction, so that advertisements can catch their eye.



Most ball time

Least ball time

SPECTATORS Advertising

Low-contrast advertisement

Animations between rounds

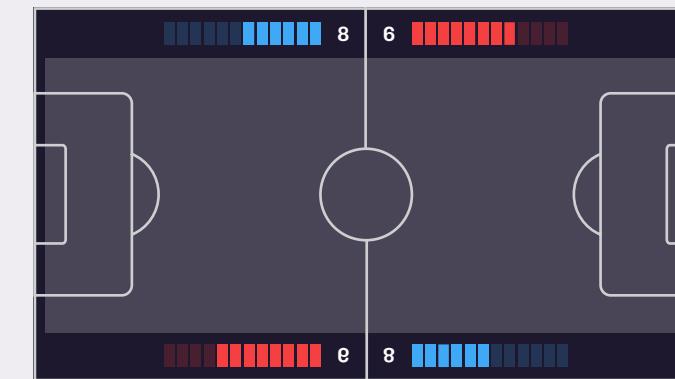
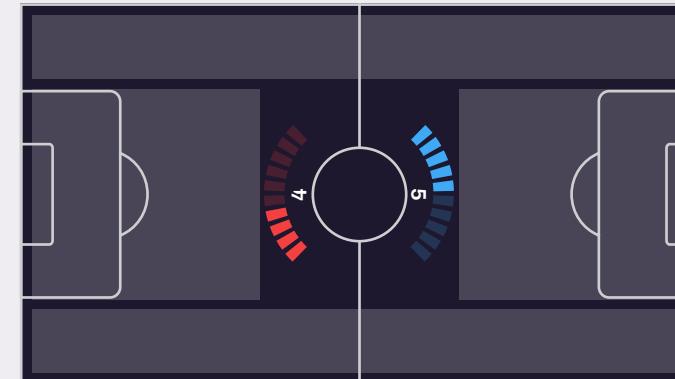
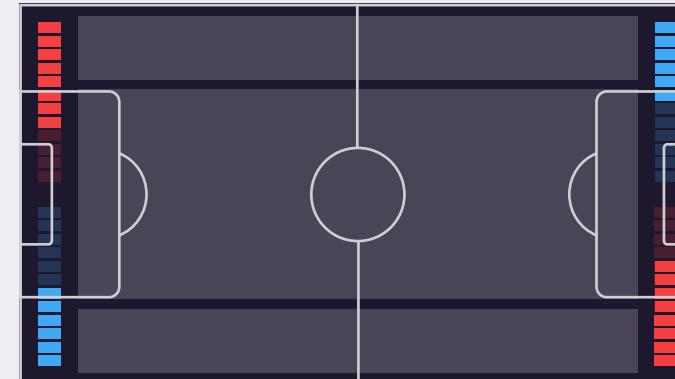
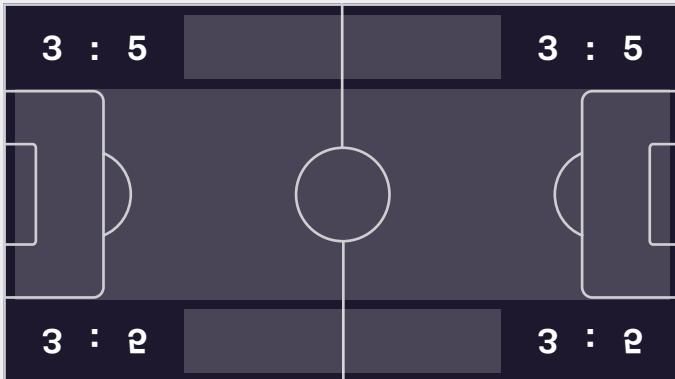
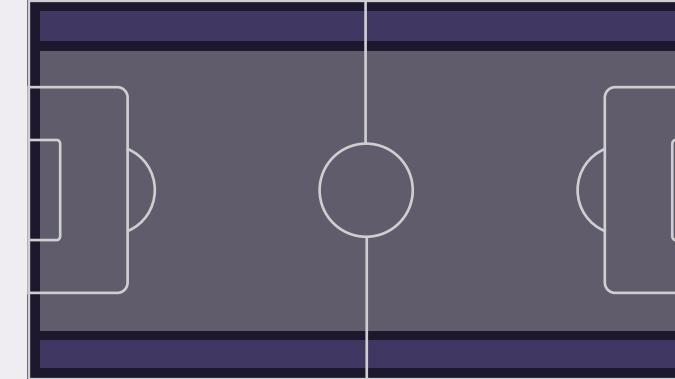
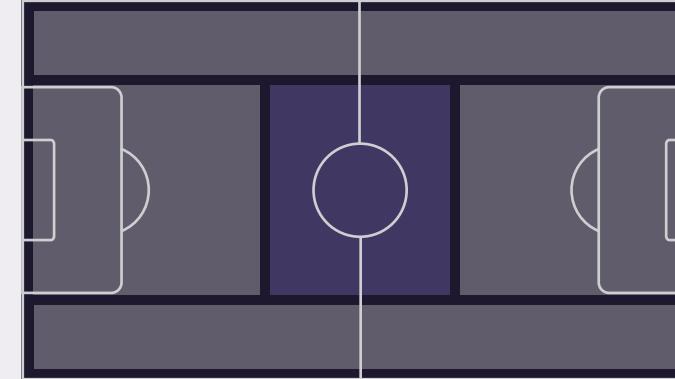
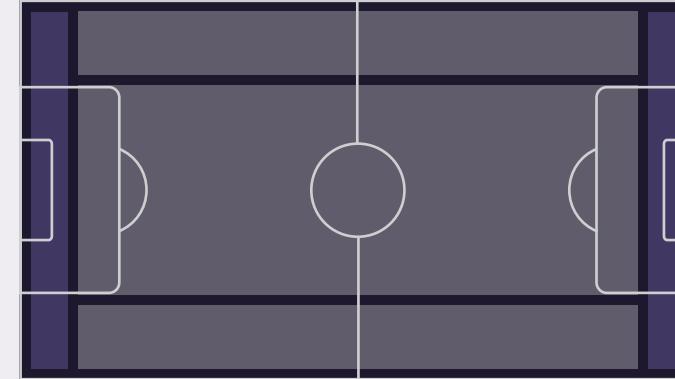
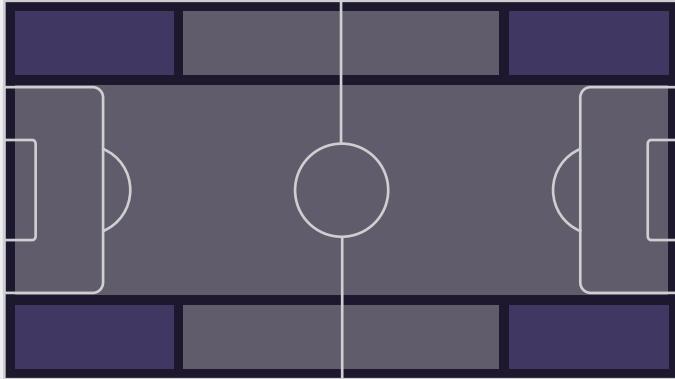
Can allow more contrast

Slight movement allowed

Players will not look at this area actively, so information placed here will not distract them that much. Still have to be careful with moving elements because movements can be distracting in peripheral vision as well. This area is a good place for displaying information, such as the points and statistics. Placing more contrast or very slight movement on these areas will make spectators look at this direction while not distracting the player.

INFORMATION PLACEMENT

Before placing any advertisement on the screen, we have to make sure that the player information is placed well. Until we have more advanced statistics, we have to place score counter first. We have to keep in mind, that a good UI never interrupts the player's flow: **it should be clear, easily observable and well-positioned.**



This placement resembles to video games, as they usually place statistics and similar information in the corners. After further experiments, we have to consider this placement, as this seems the best for advertisement so far.

This placement is closest to the real-life existing foosball tables, as the score counters are always placed above the goals. The goalie rod however, can cover this area or distract the goalkeeper during the game.

This is the busiest area on the playfield. Players will look at this area most of the time, so it is certain that they can see information here. The question is, if it would be distracting while gameplay.

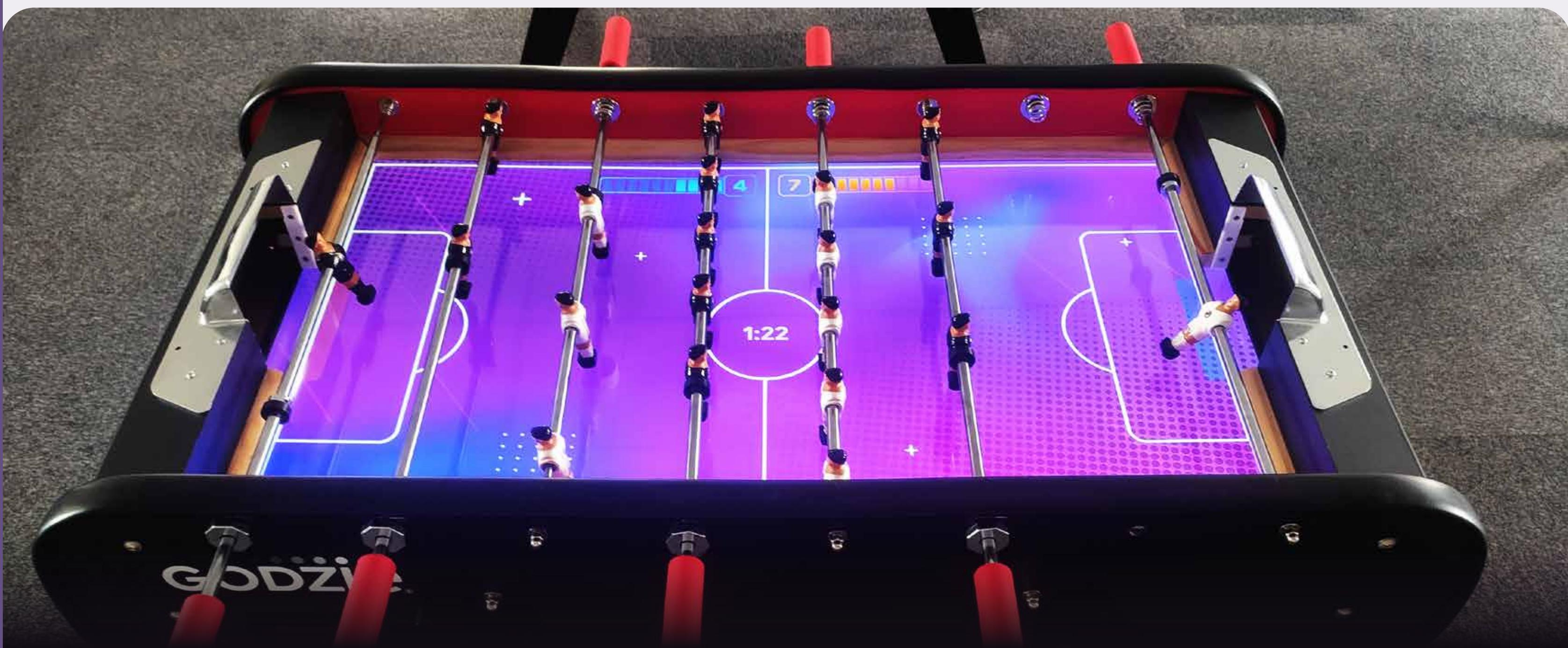
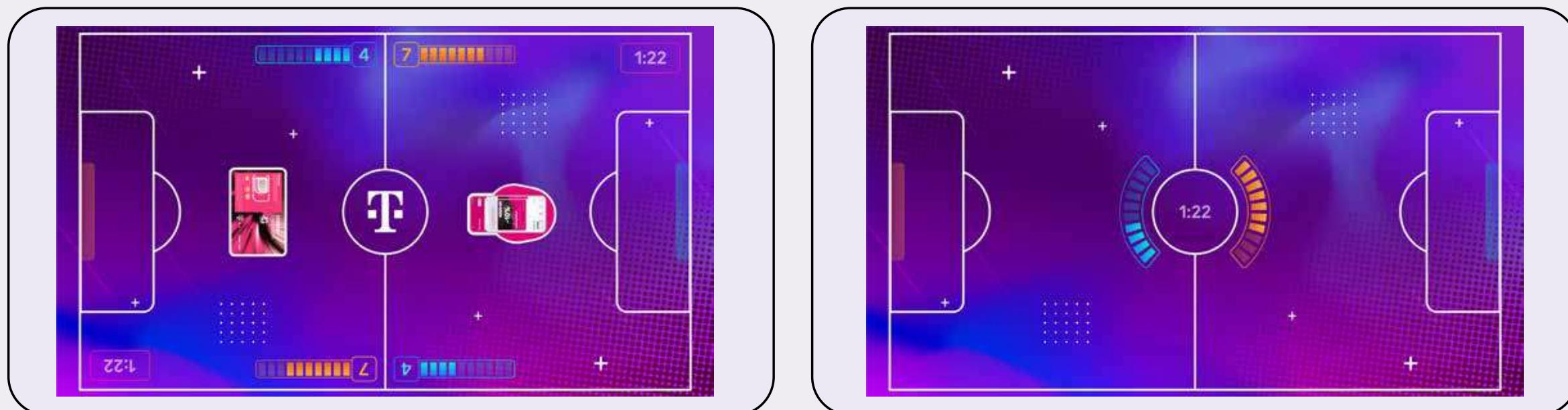
This is the place where the game usually starts with throwing the ball in, so players will look at this area in every round. It is also very clear, which team belongs to each side. It is not in the busiest area, so it will not bother the players while in the game.

FINAL SCREENS FOR THE TEST

Scorebars _____

AD placement _____

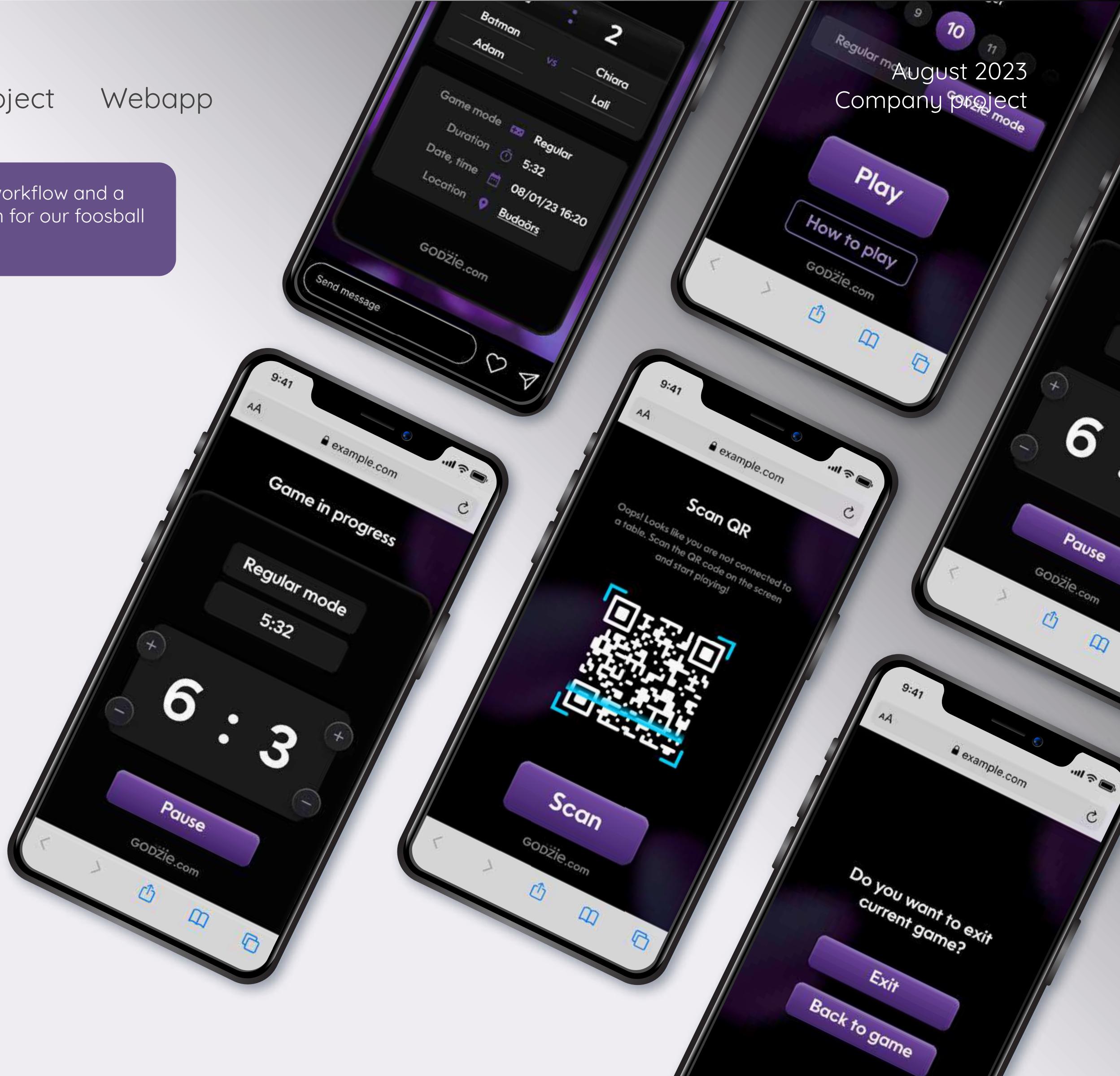
Time left _____



Godzie project Webapp

My task was to create a workflow and a mockup for an application for our foosball tables.

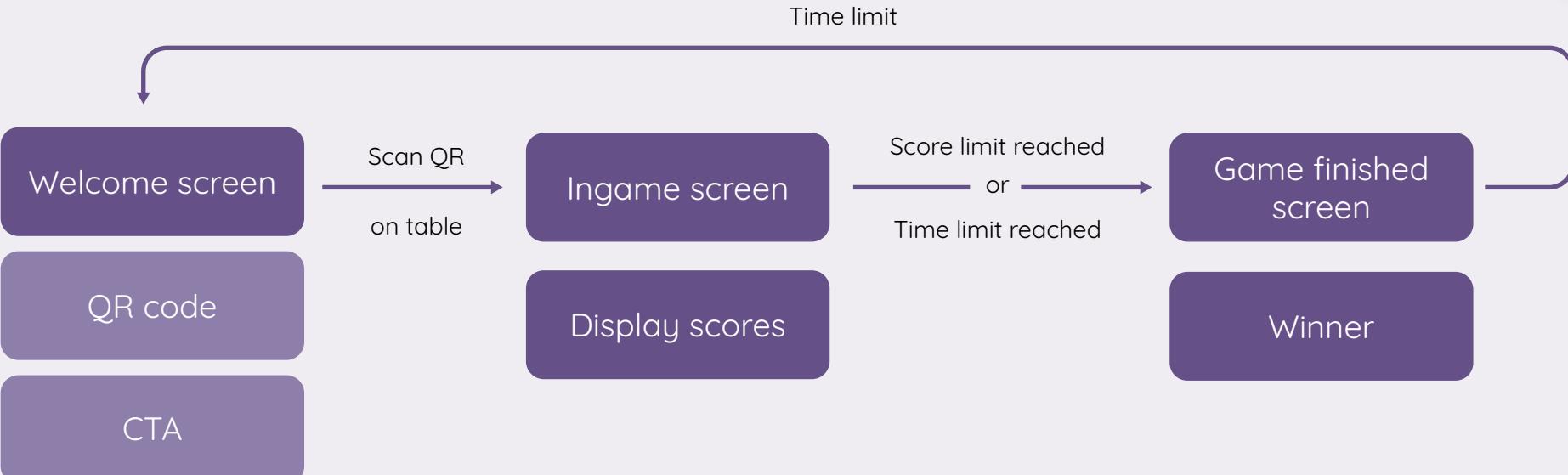
06



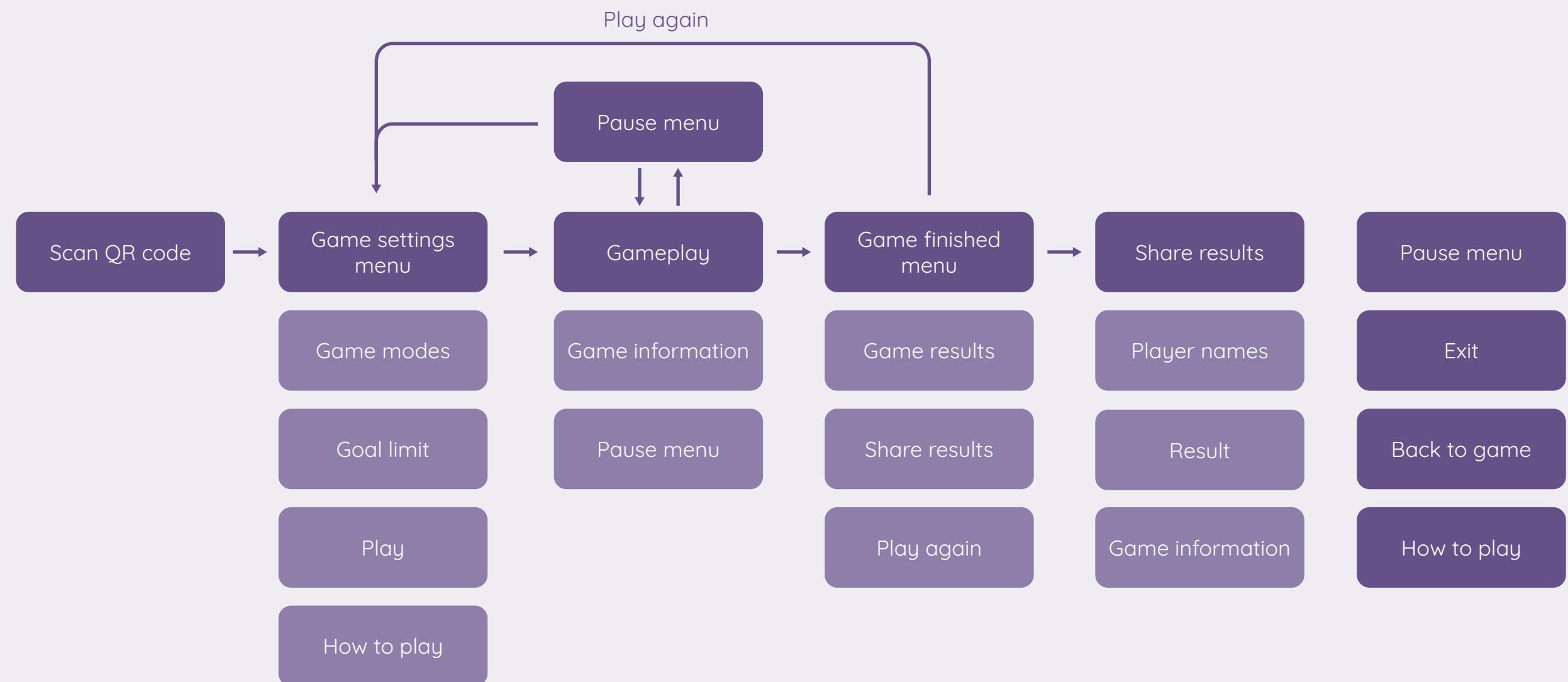
August 2023
Company project



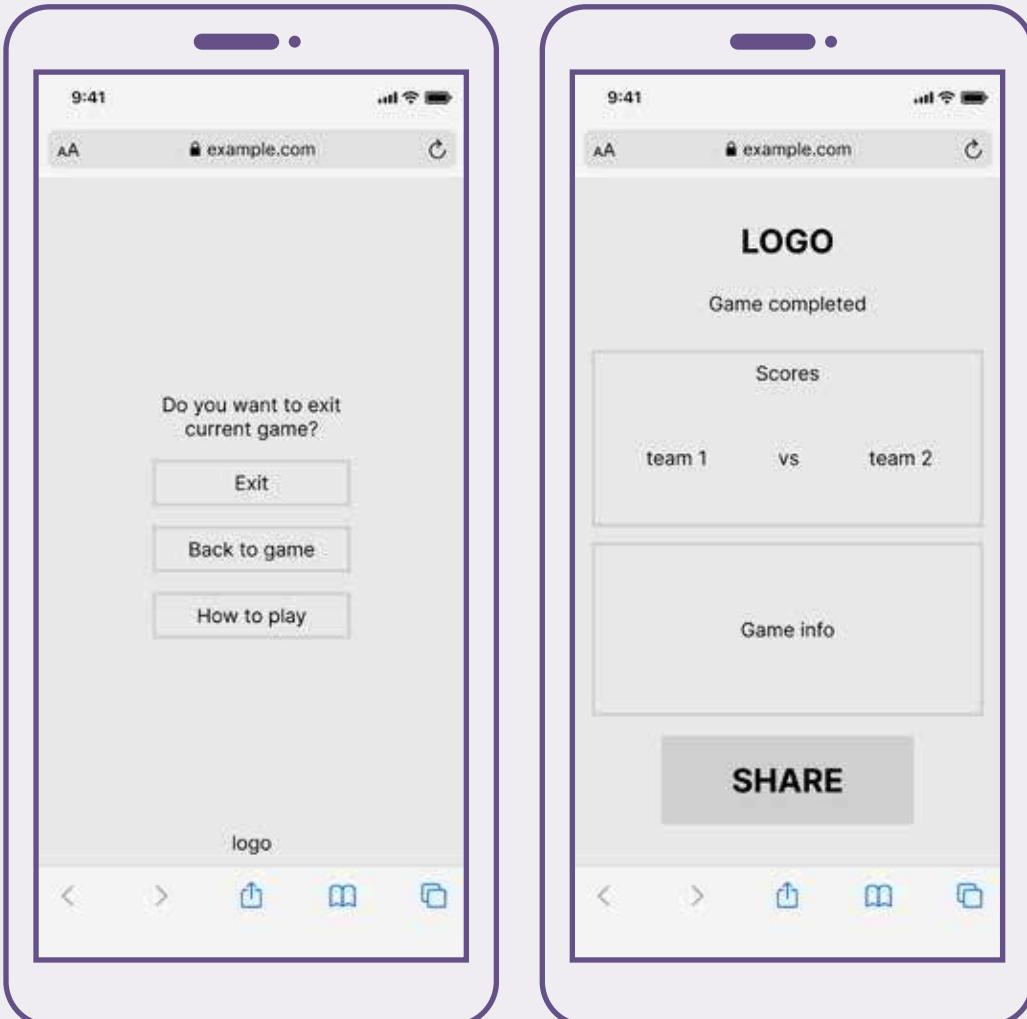
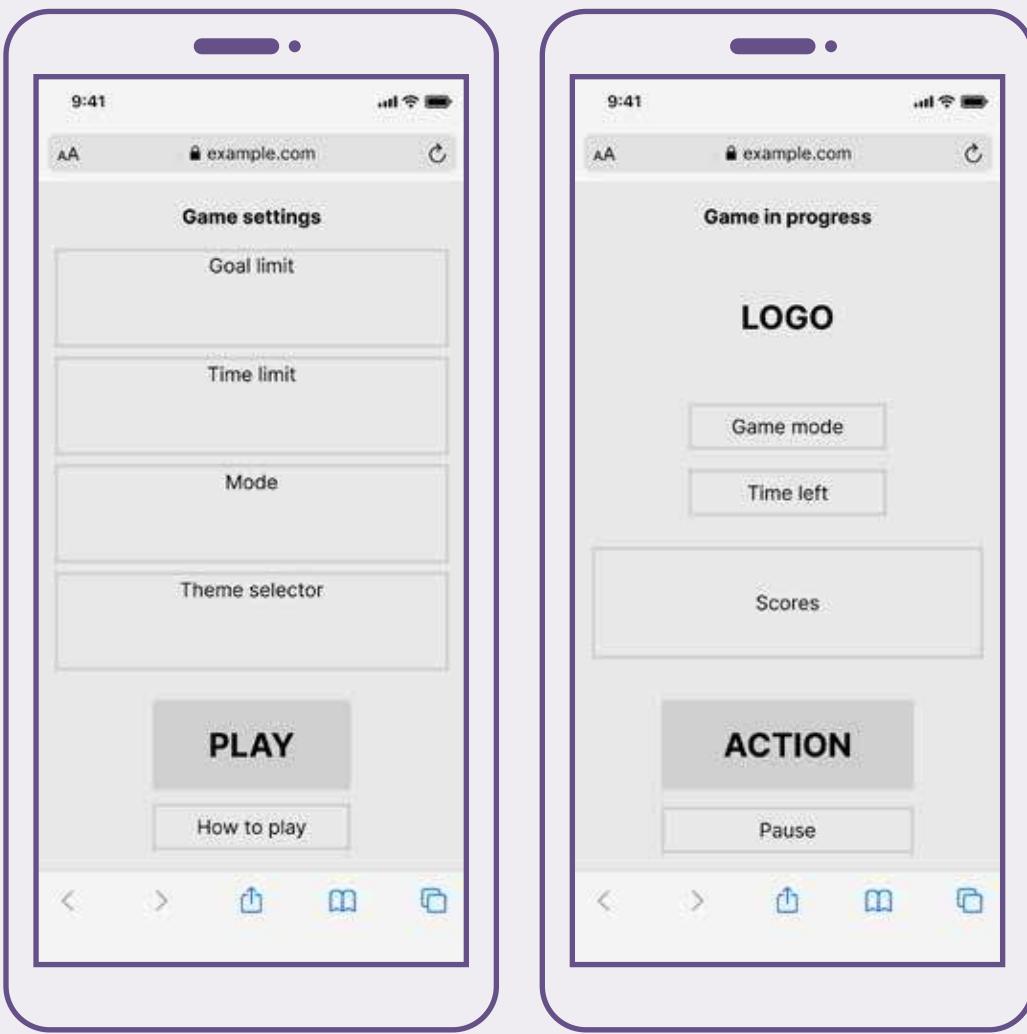
Table workflow



User workflow



Wireframes



Color palette

#00000

#4f4f54

Secondary color

#5e3a8b

#f1f1f1

Typography

Oceanwide

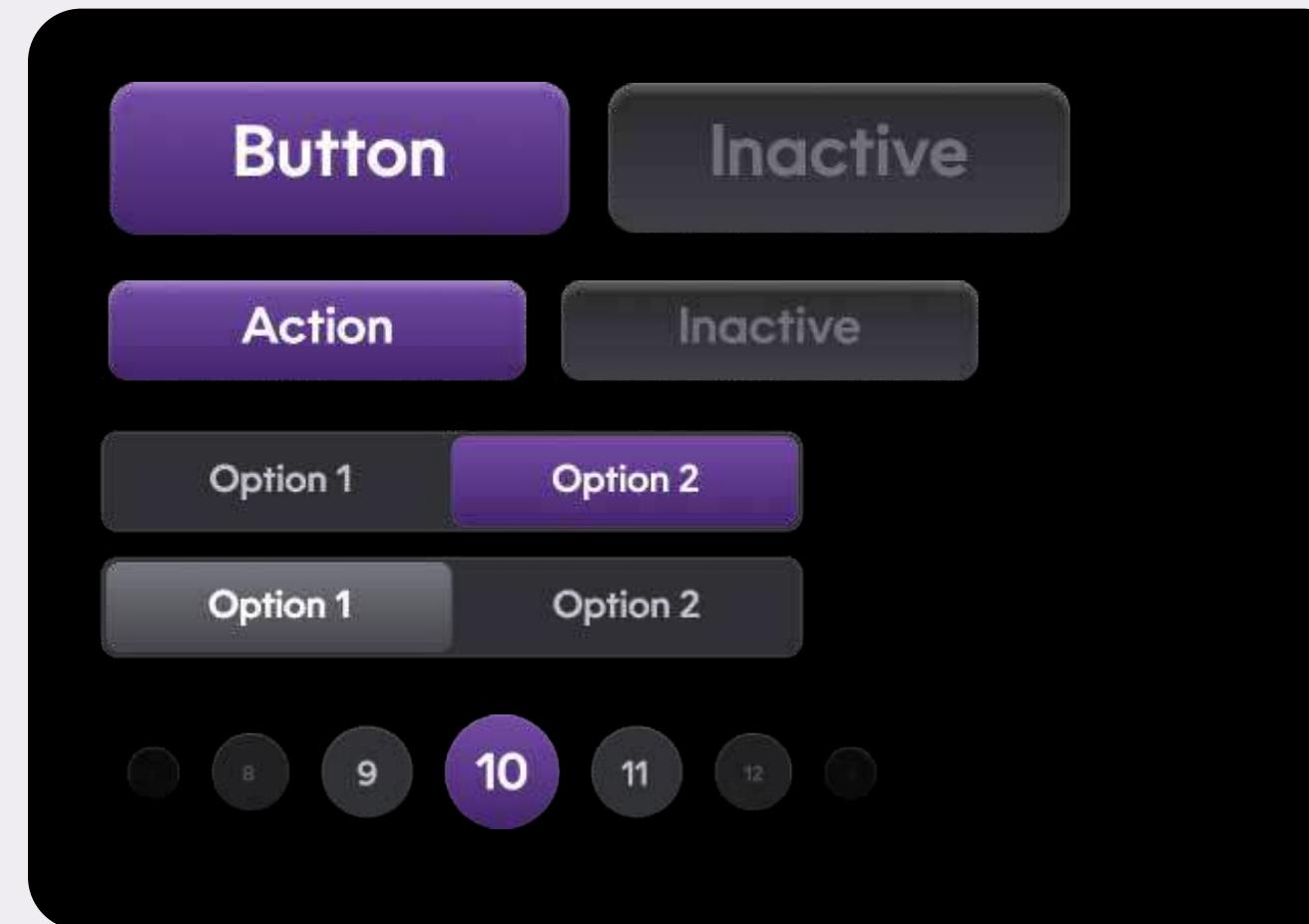
Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNPQRSTUVWXYZ

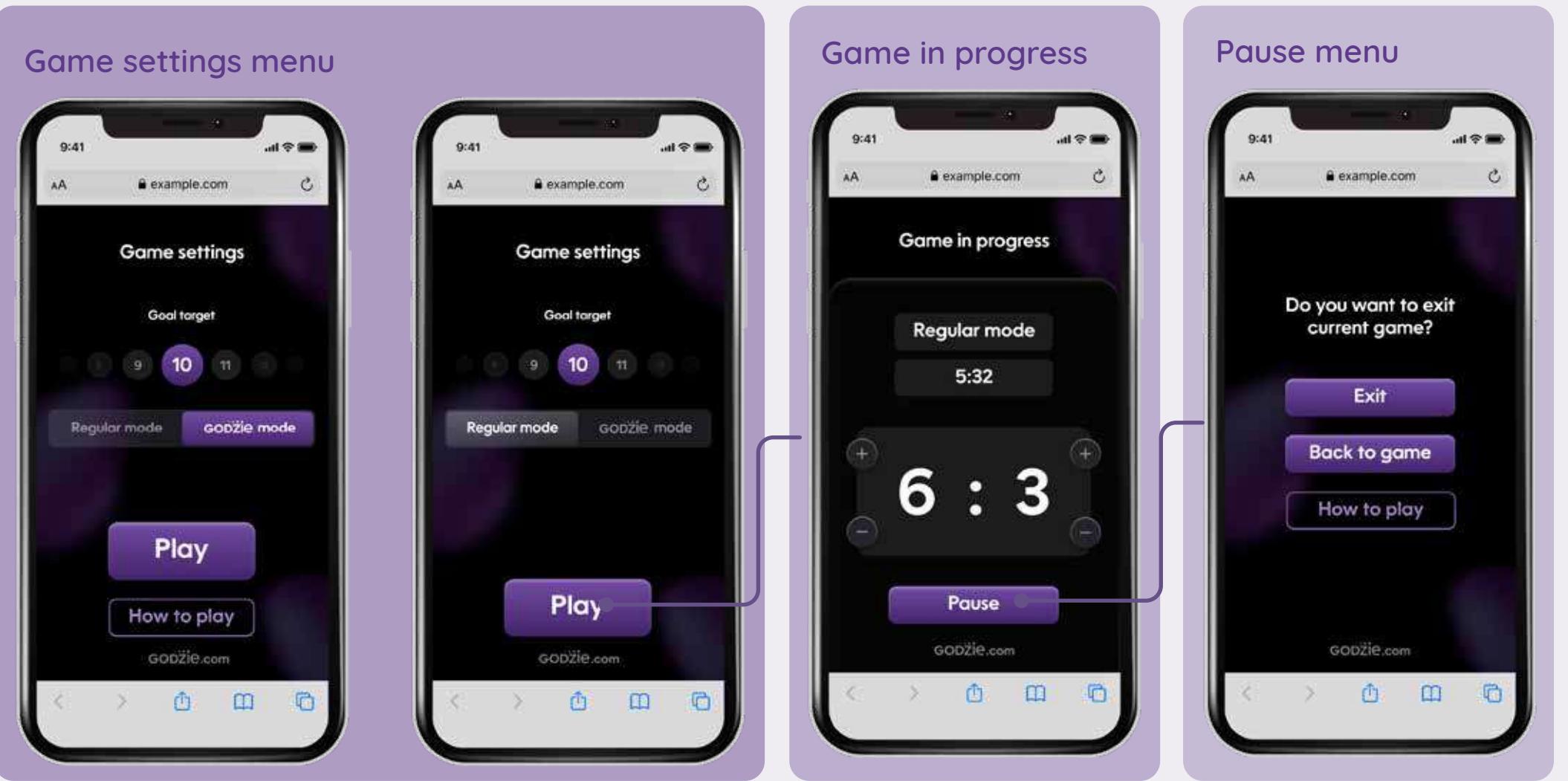
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!@#\$&%*/)

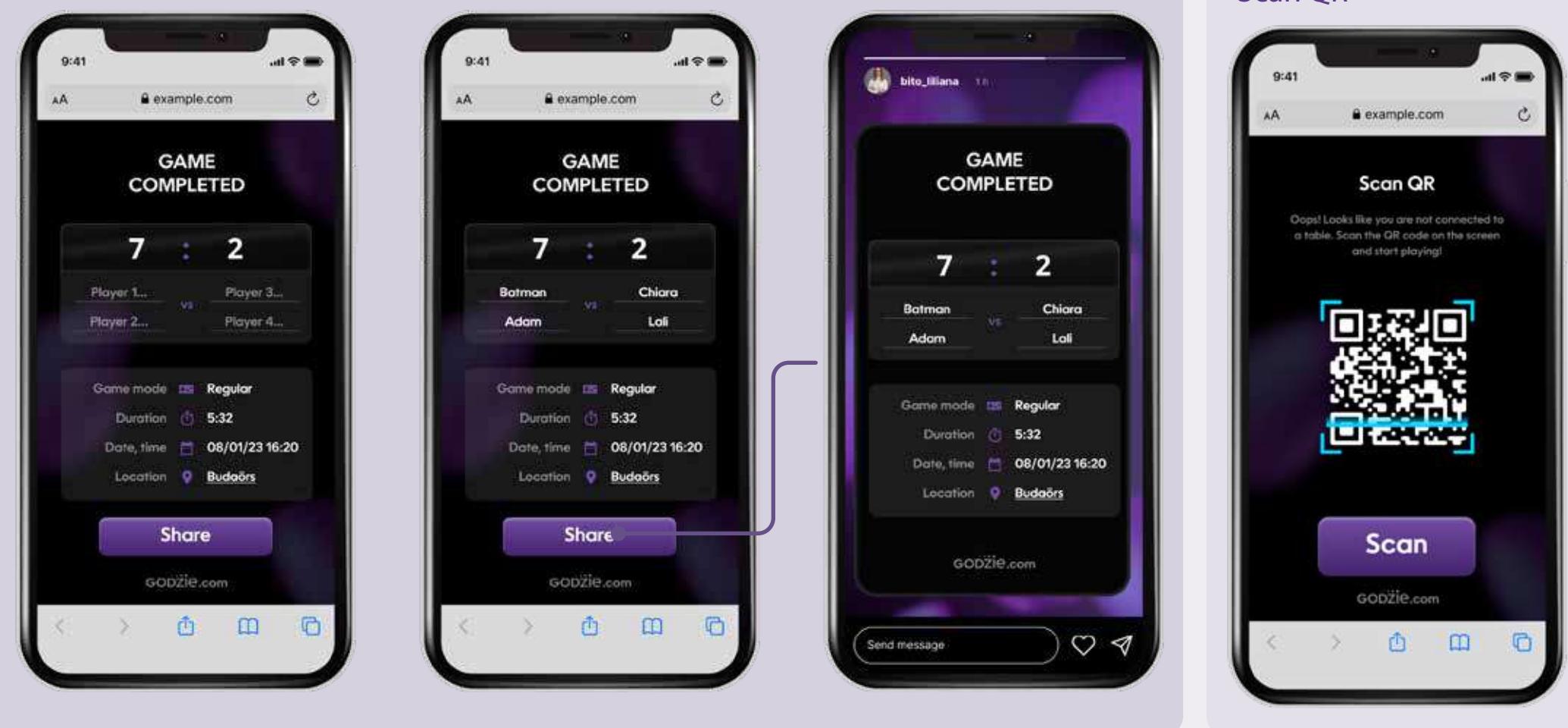
Assets



Screens



Share your results after the game



Goal limit

Scroll through the options. It is not common to go too far from the preset, but players can choose from a wide range of options.

Game modes

Regular mode is the original foosball game, while GODZIE mode is the special game mode of ours with additional game rules.

Play now!

Preset game mode: get the player into the game as soon as possible. We do not want to break the flow with unnecessary steps.

Set the score!

When something interferes with the game, or someone made an illegal move, it is possible to modify the scores, which then appear on the table screen.

Pause the game

If you are unsure about the rules of the game, the "how to play" button leads you to the website for further information.

Game results

After the game is finished, you can see the game information and your results.

Share it!

If you want to share your results, you can fill in the players brackets and share your result on social media.

Scan QR code

If the table has lost connection with your device, you have to scan the QR code on the table screen again to start a new game, or join the ongoing match.



Water dispenser

December 2022
University project



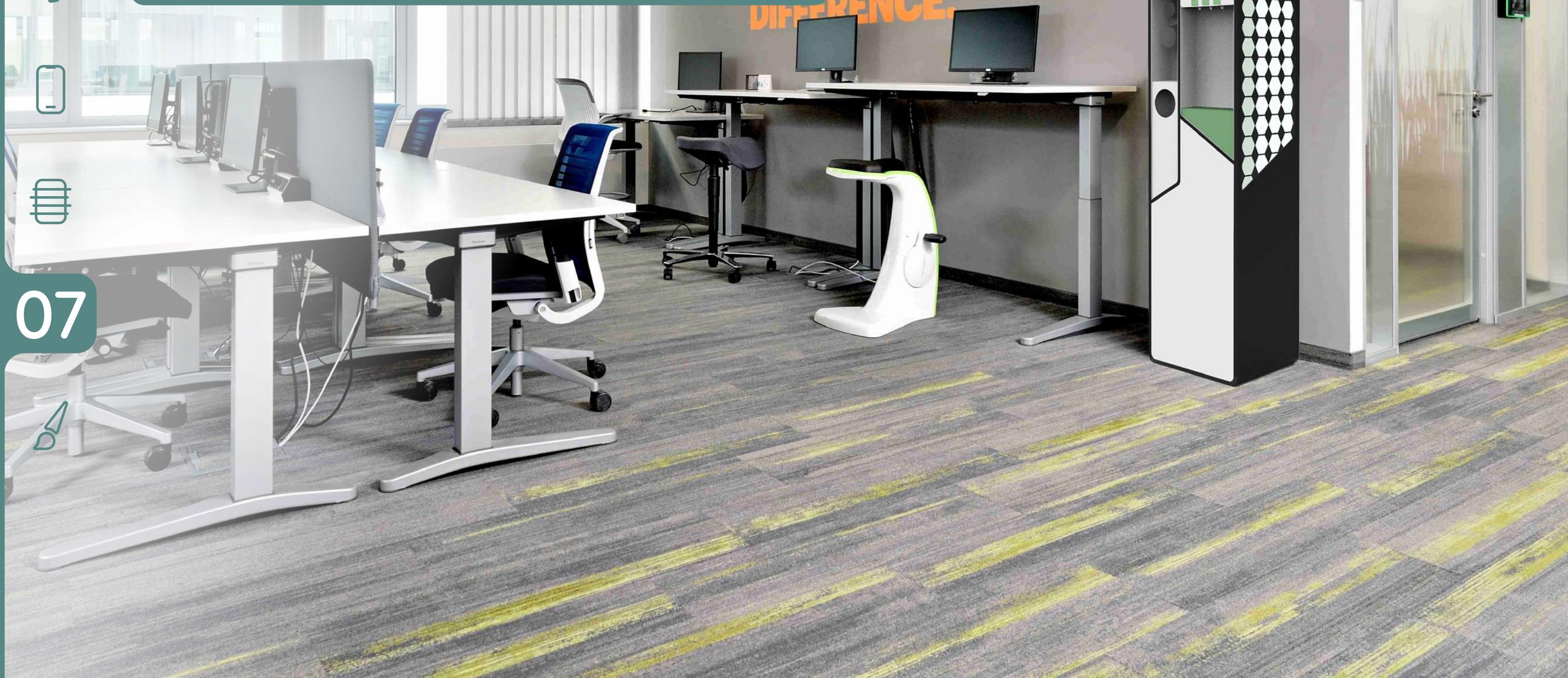
The design task was formulated as follows: The project is the design of a bottle water dispenser cover for office or even home use, which fits the internal technical content.



The goal, as opposed to conventional water dispensers on the market based on a single scheme, is to create a device that has a modular casing, so that it can be adapted to a variety of environments. In addition, economy, environmental and health awareness, ergonomic operation and compact appearance are important aspects.

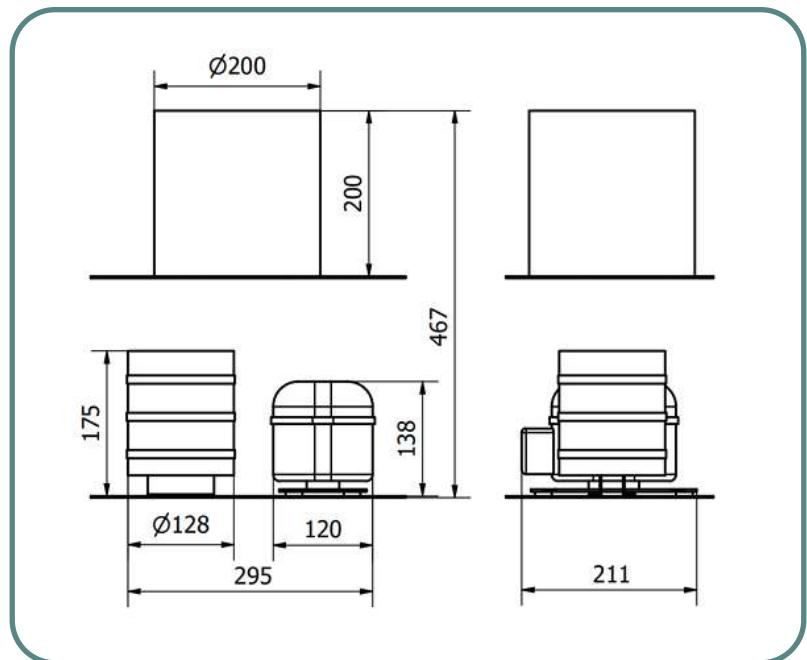


07





It was the customer's request to design by retaining the elements of a particular type of water dispenser. I rearranged its mechanical parts and made the internal structure as logical as possible. At the end of the design process, these parts used up a smaller place compared to the original water dispenser, making the device more optimal.



Easy bottle change

Optimal mechanics



By colliding the considerations of usability and sustainability, I came to the conclusion that the cup should be provided, but only a recip could be considered in order to protect the environment.

Also, it was also necessary to have a container where users could put used cups, creating less waste than in average.



Emptying this and refilling the cup holder can be done once a day in an average user environment.

In order to increase sustainability, as an alternative to the cup, an important design aspect was to fit a bottle of average height or a half-liter water bottle under the dispensing structure, so that the user could pour water even into their own bottles.



Modular case

Comfortable use

Recyclable materials



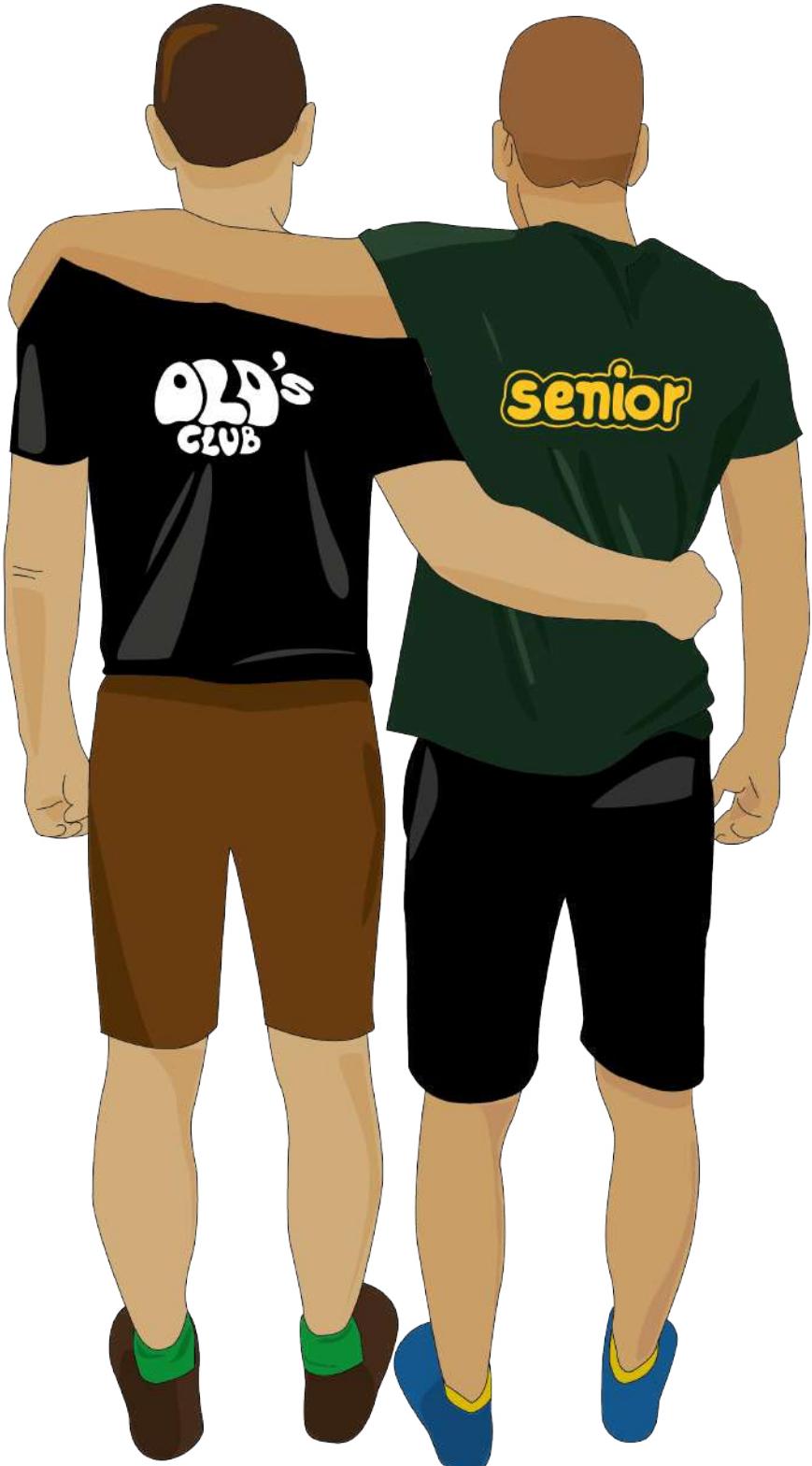


Other projects

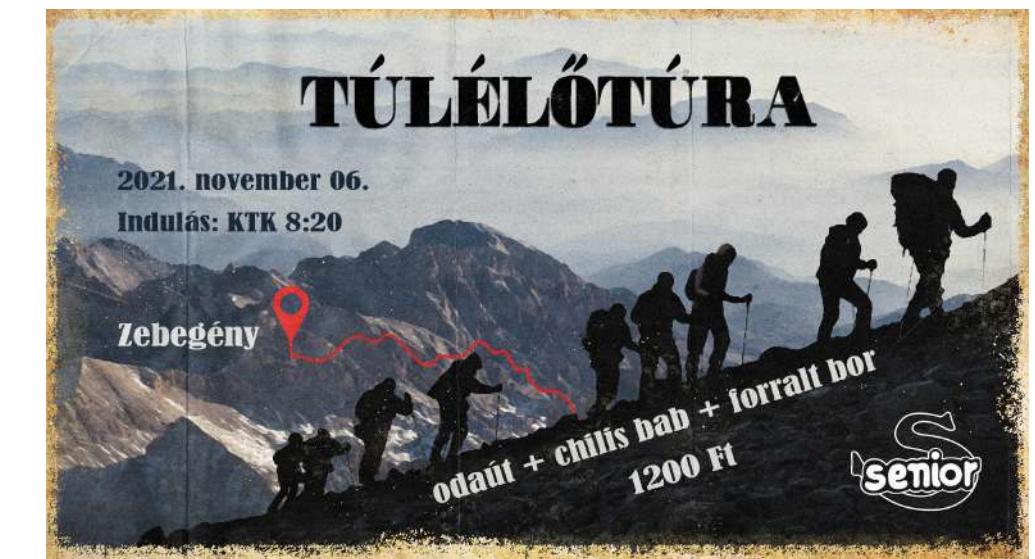
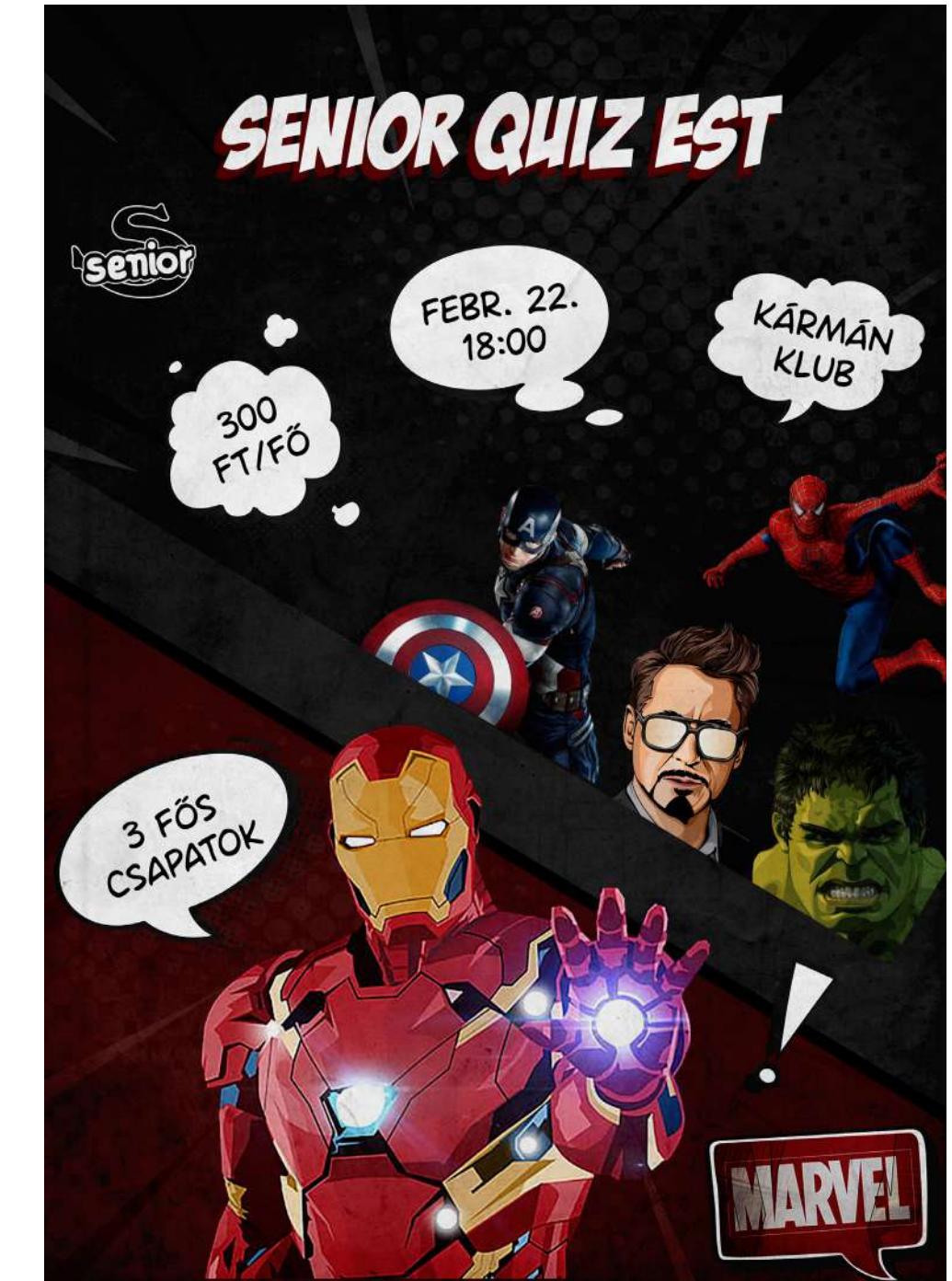
2020 - 2024
Freetime works



Facebook covers and printed posters
for student community



08



Instagram posts and feed design

Szőlőmag

A mogyoró olaj:

- Kiváló bőrápoló- és masszázsolaj
- Magas E-vitamin tartalom
- Magas olajszav tartalom (megközelíti az olívaolajét)
- Palacsintához nagyon finom ízt ad! :D

További tippek a blogon!

Mogyoró

100% hidegen sajtolt

Új bejegyzés a blogon!

—Olajjal a narancsból ellen —

Vegyél Te is hazait!

Szőlémaglisztés pegásos
Recept a blogon!

Tudtad?

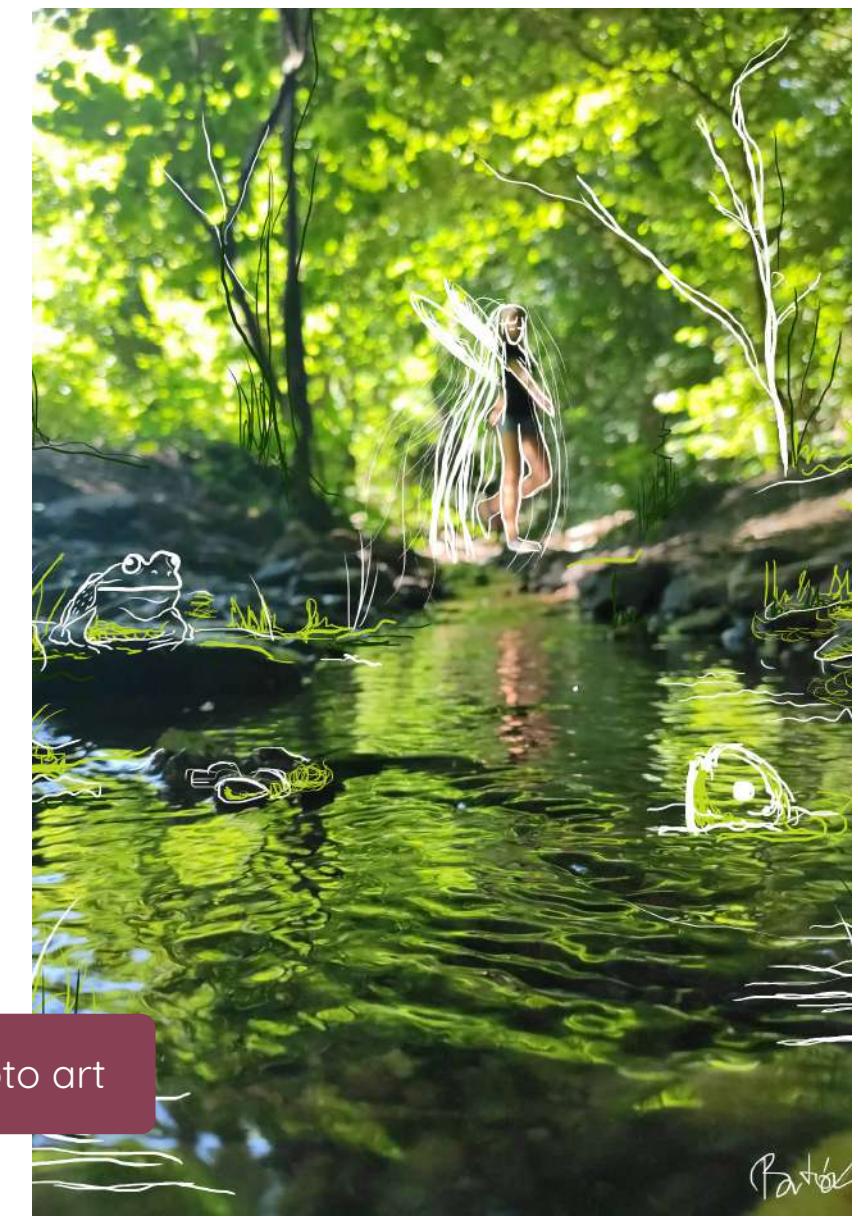
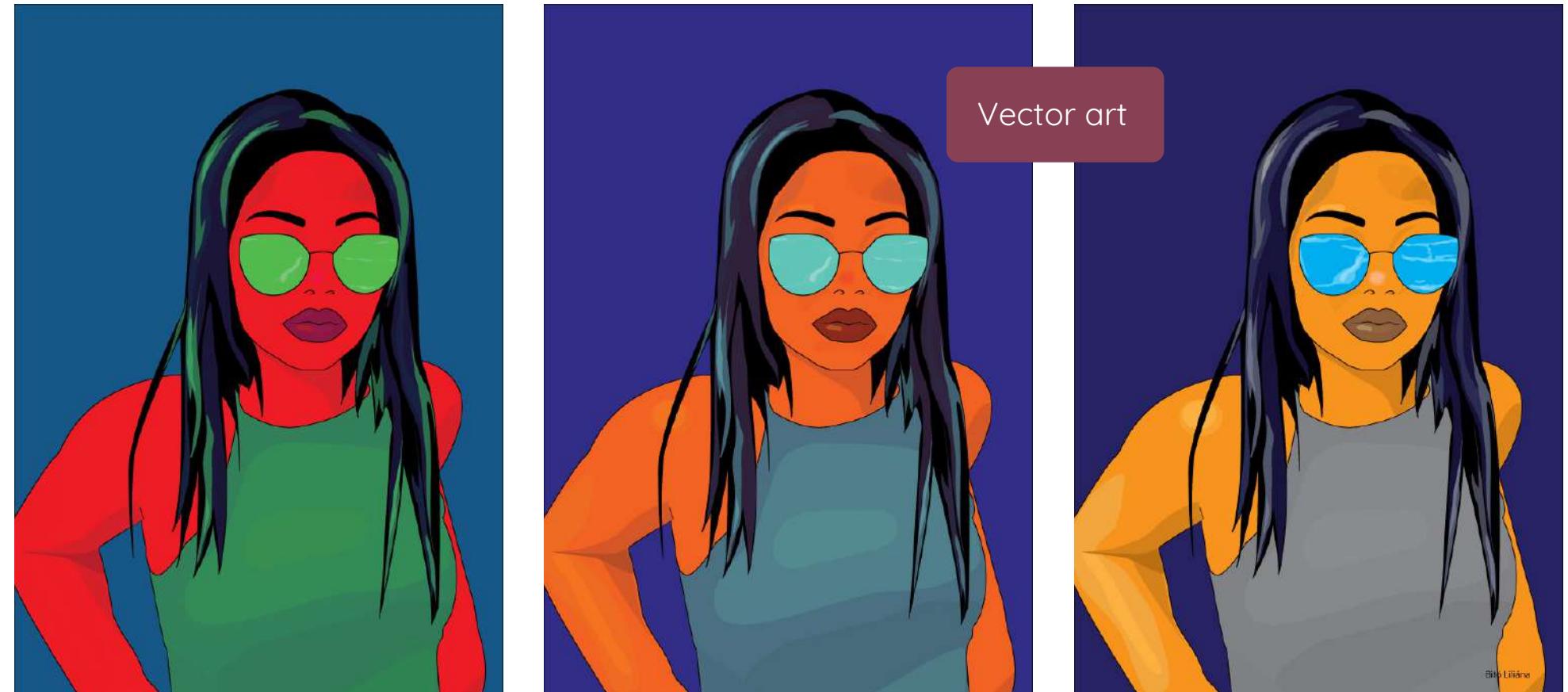
Tojás- és tejmentes változatban is
Könnyen elkészíthető
Antioxidánsokkal telítve

A szőlőmag amellett, hogy a szív- és érendszer megfelelő működéshez is nagyban hozzájárul, sokrétűen alkalmazható kozmetikai célokra is.

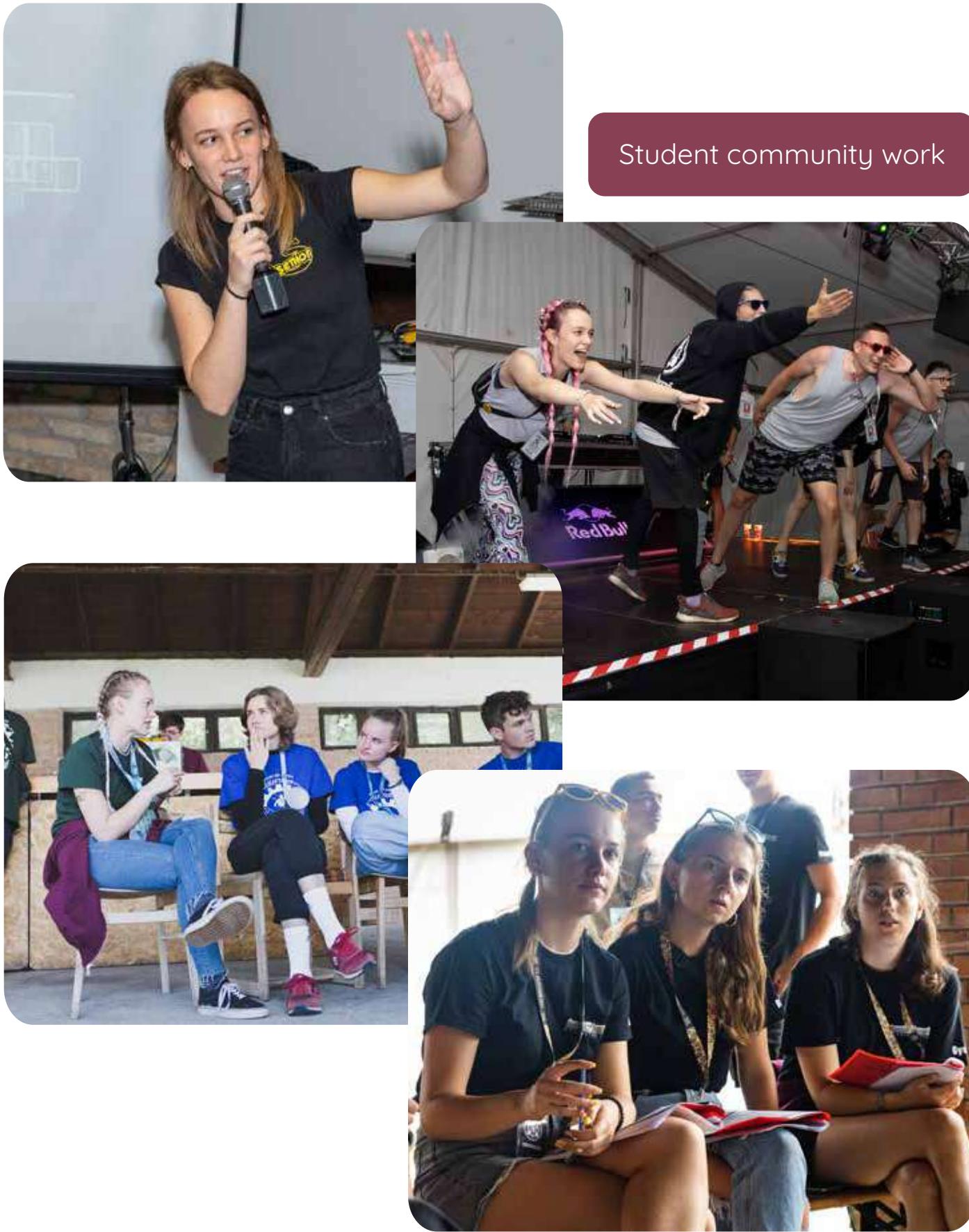
Láttad már az újragondolt palacsintát?

Balatonlelle: BL Delikát
Gödöllő: Családi
Kaposvár: CBA Élelmiszer "Liberi"
és Edinatura Kaposvár
Fonyód Piac
MAJORKA Turisztikai és Rendezvényközpont
Somogyi Kosár

Olajjal a hajnak
Továbbiak a blogon!



Fun experiences



IIIOLIIIC BRITISH COUNCIL Engage 4BIO eisberg

Food Innovation Design Sprint
31 May 2024

Food Innovation Design Sprint
CERTIFICATE
This certificate is proudly presented to
MANDREW GABRIELLI
For winning the 1st prize in the Food Innovation Design Sprint. This event was organized by the IIIOLIIIC Innovation Center, with the support of the British Council Hungary and the Engage 4BIO.

Food Innovation Design Sprint
CERTIFICATE
This certificate is proudly presented to
LIESEL GABRIELLA RENDO
For winning the 1st prize in the Food Innovation Design Sprint. This event was organized by the IIIOLIIIC Innovation Center, with the support of the British Council Hungary and the Engage 4BIO.

Food Innovation Design Sprint
CERTIFICATE
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LILIANA BITS
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Food Innovation Design Sprint

Thank you for your time!