

DEAR HIRING TEAM,

I'm a designer who builds complete brand systems, prototypes functional products, and drives measurable growth through strategic design. Based in Edinburgh, I blend visual craft with AI-accelerated workflows to deliver at startup speed without sacrificing quality.

I built a technical education platform from zero to 6,000+ organic users, creating every touchpoint – from brand identity and UI design to video content and community strategy. I don't just design concepts; I build working systems that scale.

WHAT I BRING TO YOUR TEAM

BRAND SYSTEMS & VISUAL DESIGN

I create cohesive visual identities that work across all channels – web, mobile, social, video, print, and events. At Kryptoda, I built a complete brand system from scratch: typography, colour palettes, UI design, social templates, video assets, and print collateral that served 6,000+ users. Every design decision served a strategic purpose, from rounded typefaces for approachability to visual content differentiation for improved engagement.

FAST EXECUTION & AI-NATIVE WORKFLOWS

I use AI tools daily to work faster and explore ideas quickly:

- Built an AI CV Chatbot (Gemini API) from concept to live deployment in days
- Created multiple rapid MVPs using Replit and AI-assisted prototyping
- Use n8n automation for workflow optimization
- Philosophy: build something real, test with users, refine based on feedback

My "vibe coding" approach means I can create interactive prototypes with HTML/CSS/JavaScript, integrate APIs, and deploy on infrastructure – not just static mockups. I understand product constraints and can collaborate effectively with team.

MAKING COMPLEX TECHNOLOGY APPROACHABLE

I specialise in translating technical complexity into clear, human experiences. At Kryptoda, I helped everyday people understand intimidating blockchain technology through:

- Insight-driven design: Listened to user feedback and pivoted communication strategy based on what resonated
- Strategic visual decisions: Used design psychology to build trust and guide engagement
- Partnership building: Secured influencer collaborations and media features (two radio interviews)
- Measurable results: 6,000+ organic subscribers, multiple business partnerships, 100% unpaid growth

THE SAME APPROACH APPLIES TO ANY TECHNICAL PRODUCT: LISTEN, SIMPLIFY, HUMANISE.

CORE SKILLS

Visual Design & Brand: Brand identity, typography systems, colour theory, UI/UX principles, composition, motion design, video editing (DaVinci Resolve), Canva, Adobe Creative Suite (Illustrator, Photoshop)

AI & Workflow Automation: API integration, n8n workflow automation, rapid prototyping, AI-assisted development, workflow optimization

Technical & Development: WordPress (expert), HTML/CSS/JavaScript (intermediate), Cloudflare, API integration, CMS migration, VPS deployment, WooCommerce, Stripe

Growth & Strategy: Organic community growth, content strategy, partnership building, user research, insight-driven pivots, social media management

Collaboration: Agile/Scrum methodology, design critiques, stakeholder communication, cross-functional teamwork, project management

WHY I'M A STRONG FIT

Technical + Creative Hybrid:

I don't just design – I build functional systems. I managed a complex CMS migration at Mindhaven, built complete infrastructure at Kryptoda, and regularly prototype with code. This means I understand performance constraints, can speak with engineers effectively, and deliver designs that are technically feasible.

PROVEN BRAND BUILDER:

Built Kryptoda from zero to 6K subscribers through 100% organic growth – no paid advertising. Created complete brand identity, managed all social channels, produced video content, and built strategic partnerships. This wasn't a team effort – I built the entire system solo.

AI-ACCELERATED EXECUTION:

I use AI tools in my actual daily workflow (not just buzzwords). I can explore concepts faster, validate ideas through rapid prototyping, and ship working features that teams can immediately test and iterate on.

EDINBURGH-BASED:

Available for hybrid or in-office roles in Edinburgh. No relocation required, no timezone complications.

COLLABORATIVE & MISSION-DRIVEN:

Low-ego, team-first approach. At Kryptoda, I co-founded but always served the mission. At SHRUB Co-op, I volunteered design work because community mattered. I thrive when the project matters beyond my portfolio.

EXPERIENCE HIGHLIGHTS

Co-Founder, Visual Identity & Content Lead | Kryptoda Digital Platform

Oct 2020 – May 2024

- Built complete brand system for technical platform serving 6,000+ users
- Translated complex technology into clear, trust-building content
- Achieved 6K organic subscribers, two radio features, multiple business partnerships

- Led insight-based strategy pivots that increased engagement

Freelance Designer & Developer

Jun 2013 – Present

- Delivered brand systems, websites, prototypes across sectors
- Integrated AI tools to accelerate delivery
- Created rapid MVPs using AI-assisted workflows

SELECTED PROJECTS:

- AI CV Chatbot (Gemini API) – Functional AI integration on personal site
- Topsy Meter + Replit MVPs – Rapid concept testing with AI-assisted development
- Mindhaven UK Migration – Full CMS migration maintaining brand consistency

EDUCATION & TRAINING

Software Development Bootcamp | Edinburgh College | 2024

Front-end development, Agile methodologies, QA testing

HND Visual Communication | Edinburgh College | 2015–2017

Branding, graphic design, digital media production

Marketing & Advertising | Eventus Business School, Hungary | 2002–2003

Campaign strategy, advertising techniques

Continuous Learning: OpenClassrooms, freeCodeCamp, self-directed AI tool exploration

I bring 8+ years building digital brands and systems, with recent focus on AI-accelerated workflows and measurable growth. I'm drawn to roles where design drives real impact, technical understanding matters, and speed is essential.

I'd welcome the opportunity to discuss how I can contribute to your team.

Best regards,

Sandor Kardos

Designer & AI Workflow Specialist

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