

Szabolcs Pethő

curriculum vitae

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Work Experience

Vodafone Hungary

Usability Expert & online project coordinator

June 2011 I worked in the online team on selfcare capabilities.
- Mar 2012 I evangelized the user experience toolkit and user centered design process.

- Wireframing, prototyping and usability testing of Mobile Vodafone.
- Take part in brainstorming, wireframing workshops with internal stakeholders and agency designers.
- Create and moderate user tests of vodafone.hu
- Manage international project: implementation and launch of interactive device guides on vodafone.hu.
- Online tour to boost selfcare usage: define business goals and KPIs, analyze site usage, wireframing, iterative design process with in-house and agency ux designers, coordinating the implementation.
- Tablet based selfcare capability - designing a tablet based selfcare solution for Vodafone SmartStore using previously available capabilities. Create a tappable prototype to get buy-in of the director of Consumer Business Unit.

Szabinho.com

Freelance UX & e-business consultant

Oct 2009 I worked together with Stylebolt.hu. My main responsibility at Stylebolt was the online presence,
- Feb 2012 but as it's a young company I wore several hats. I dealt with business and marketing strategy and customer care as well.

- Designing the information architecture and user interface of the webshop (wireframing).
- Working together with a visual designer to establish our brand identity.
- Front end development based on wireframes and visual design.
- Magento (shopping cart) customization.
- Uploading products, designing product pages.
- Spent 4 months in San Diego, CA (managing supply chain and procurement of Apple products).
- Visited CES 2011, Las Vegas, NV

Other projects:

- jatekalom.hu (2011)

Education

Corvinus University of Budapest

2003 - 2009

- MA, Business Information Technology, e-Business
- diploma thesis on web usability and business aspects of it

Puskas Tivadar Telecommunications Technical School

1998 - 2003

- telecommunications technician

Computer Skills

Software

- Photoshop/Fireworks
intermediate working knowledge
- Terminal (Mac)
not afraid of the command line
- Git - version control
intermediate working knowledge

Programming Languages

- Hand coded HTML/CSS
- Sass/Compass
- jQuery
- PHP

Languages

- Hungarian - *native*
- English - *excellent oral/writing skills*

Interests

- coffee & cocktails
Bols Mixer Academy & Starbucks barista
- playing football (Juventus fan)