

Gergő Zámbó

Product, web, and graphic designer

I DESIGN
APPS, WEBSITES,
& GRAPHICS.

[Website](#)

[LinkedIn](#)

I BELIEVE IN INCLUSIVE, LIGHTNING-FAST, and sustainable apps and websites focusing on user and business needs.

With a master's degree in design theory, and a background in front-end development and marketing, I serve as the link between design, engineering, and business needs.

I redesigned the websites of global brands, **led an AI research group** and **product design work** on compliance products, and **won three awards** for supporting wildlife with a sustainable website.

SAMSUNG



Ford

Nikon



PRODUCT DESIGN

UX CASE STUDIES

Social app for shared expenses

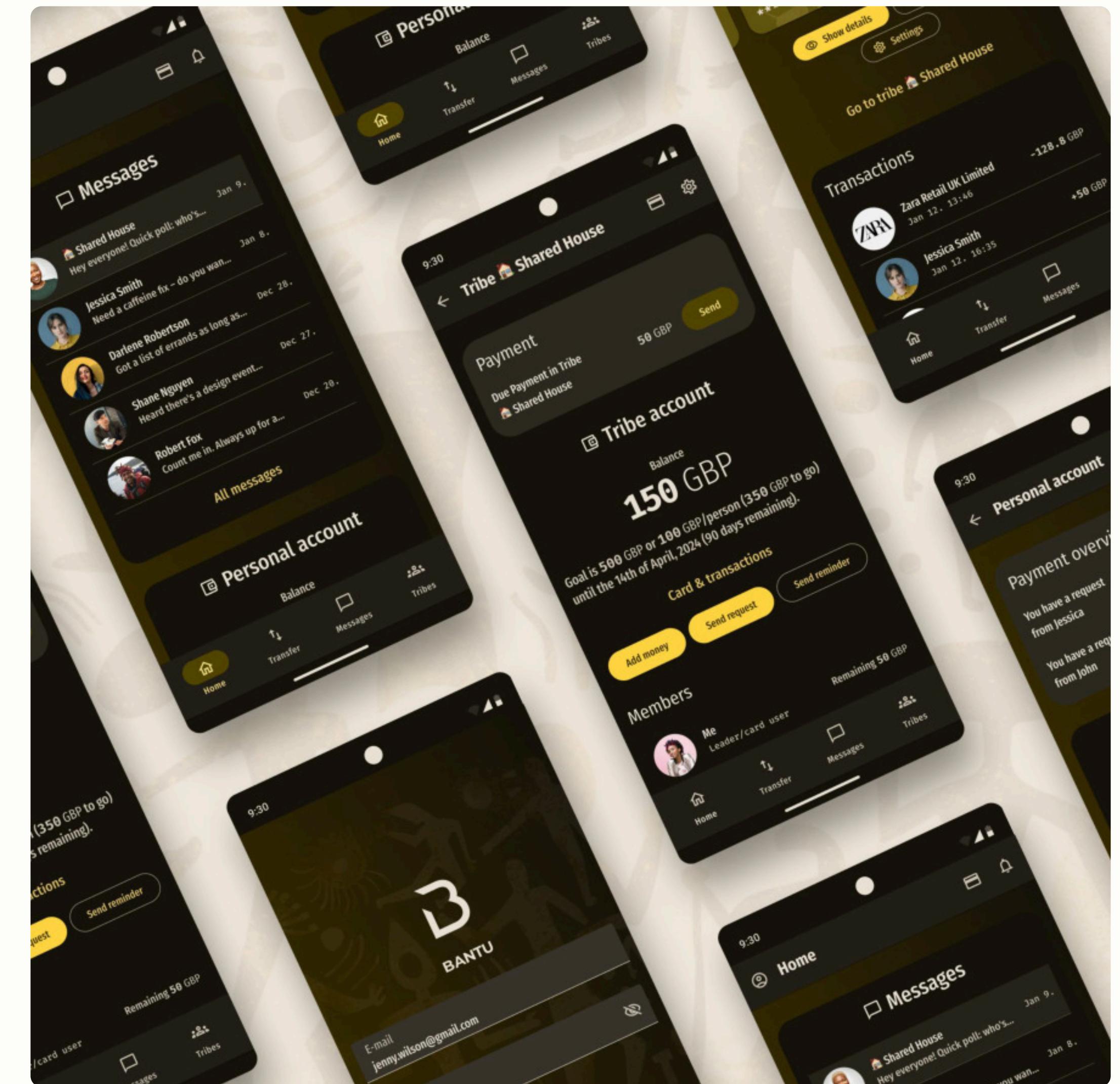
Designed a mobile social app streamlining shared expenses for young adults

E-commerce AI agent

Designed a white label e-commerce AI agent built with generative AI to engage customers & drive sales

Landscape architecture app

Designed a desktop web app for landscape architects to facilitate participatory design and better insights



Social app for shared expenses

WEB DESIGN

WEBSITE REDESIGNS & MICROSITES

Redesign for Graphisoft

Redesigned the website of a BIM software company with historical connections to Apple

Making the invisible visible website

Designed a sustainable microsite for a pro-social campaign that earned three creative awards

Deutsche Telekom IT Solutions website

Redesigned the website of one of the top Hungarian IT companies to streamline recruitment processes



Redesign for Graphisoft

GRAPHIC DESIGN

BOOKS AND BRAND IDENTITIES

Skateboarding championship rebrand

Redesigned the campaign graphics of the longest-running skateboarding competition in Hungary

Literary Magazine rebrand

Redesigned the brand identity of Literary Magazine to express its contemporary take of literary themes

Seeing the Whole Picture book

Designed a book about the life and art of György Konecsni, a Hungarian painter and graphic artist



Skateboarding championship rebrand

PRODUCT DESIGN

UX CASE STUDIES



Social app for shared expenses

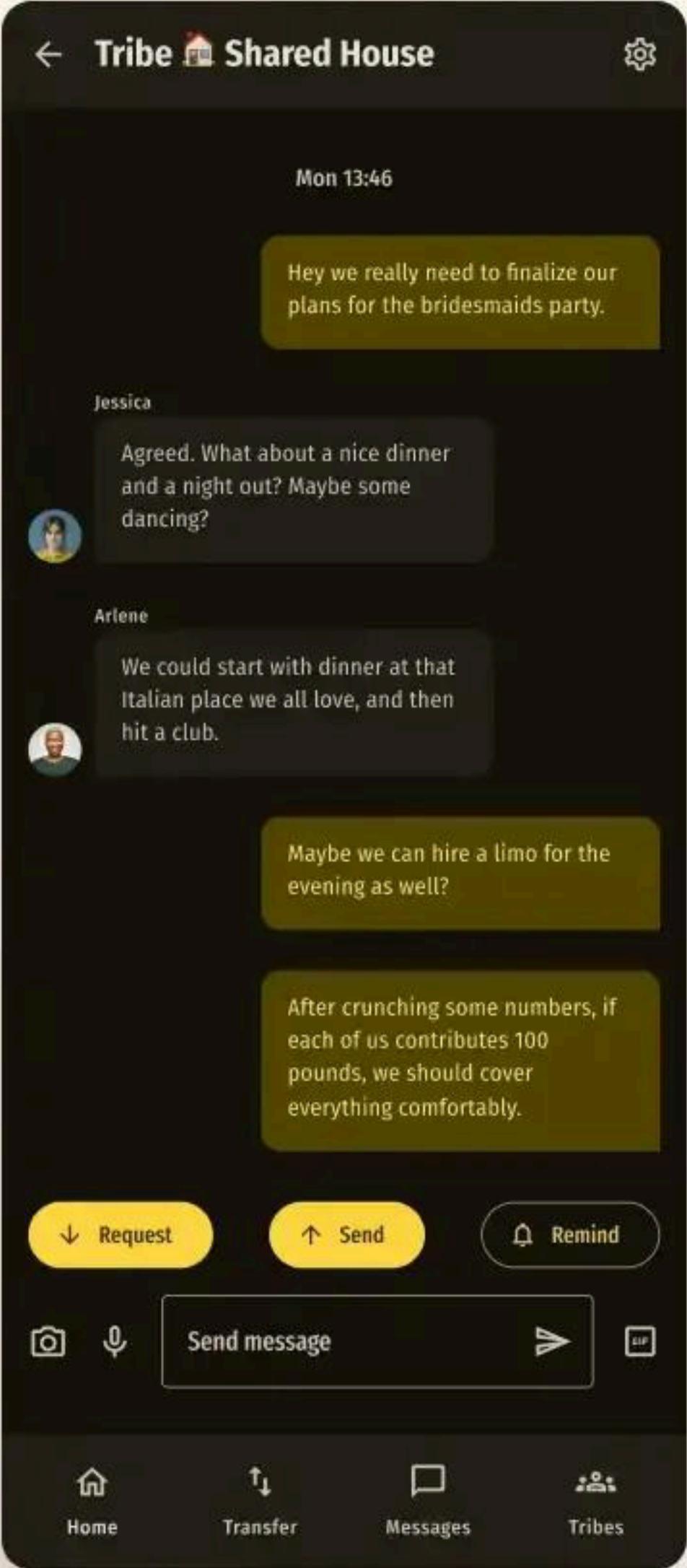
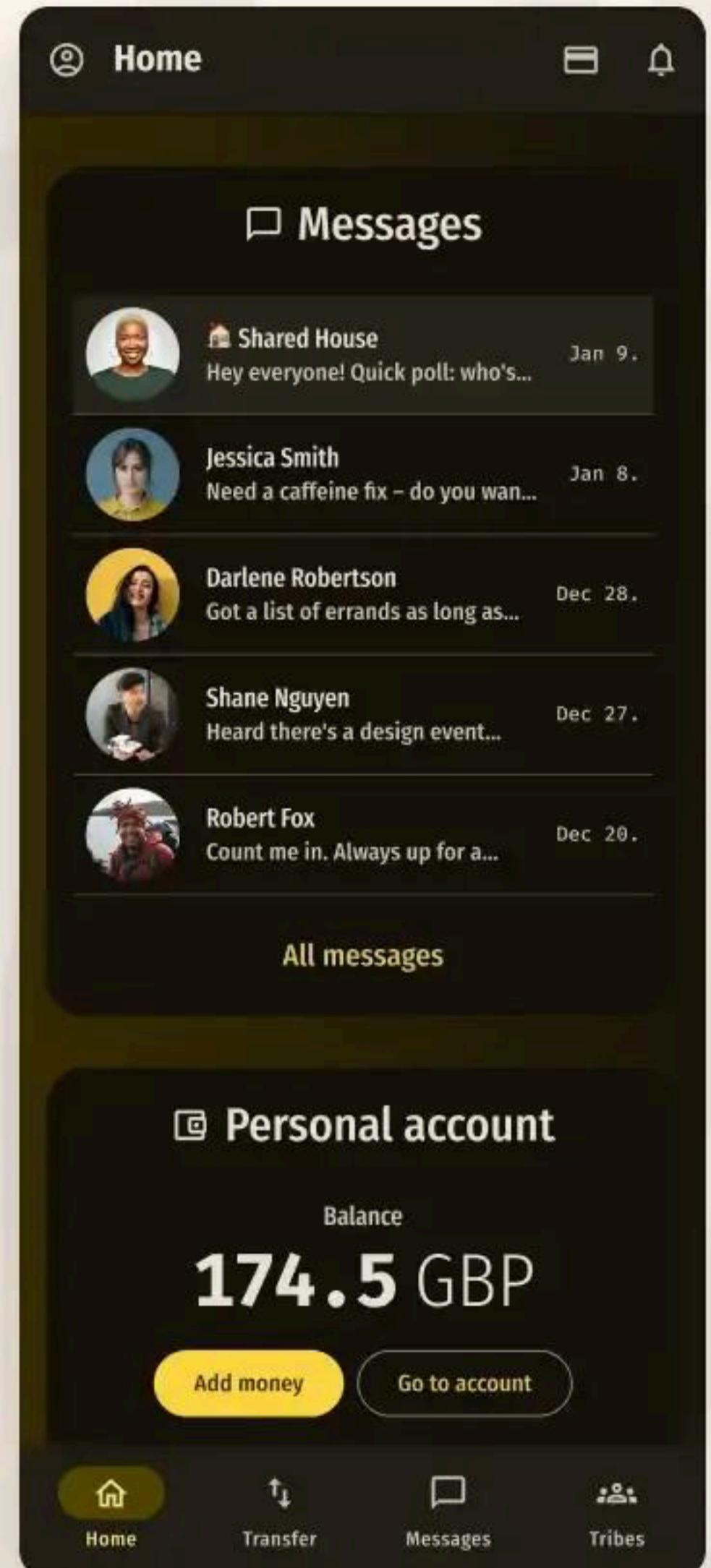
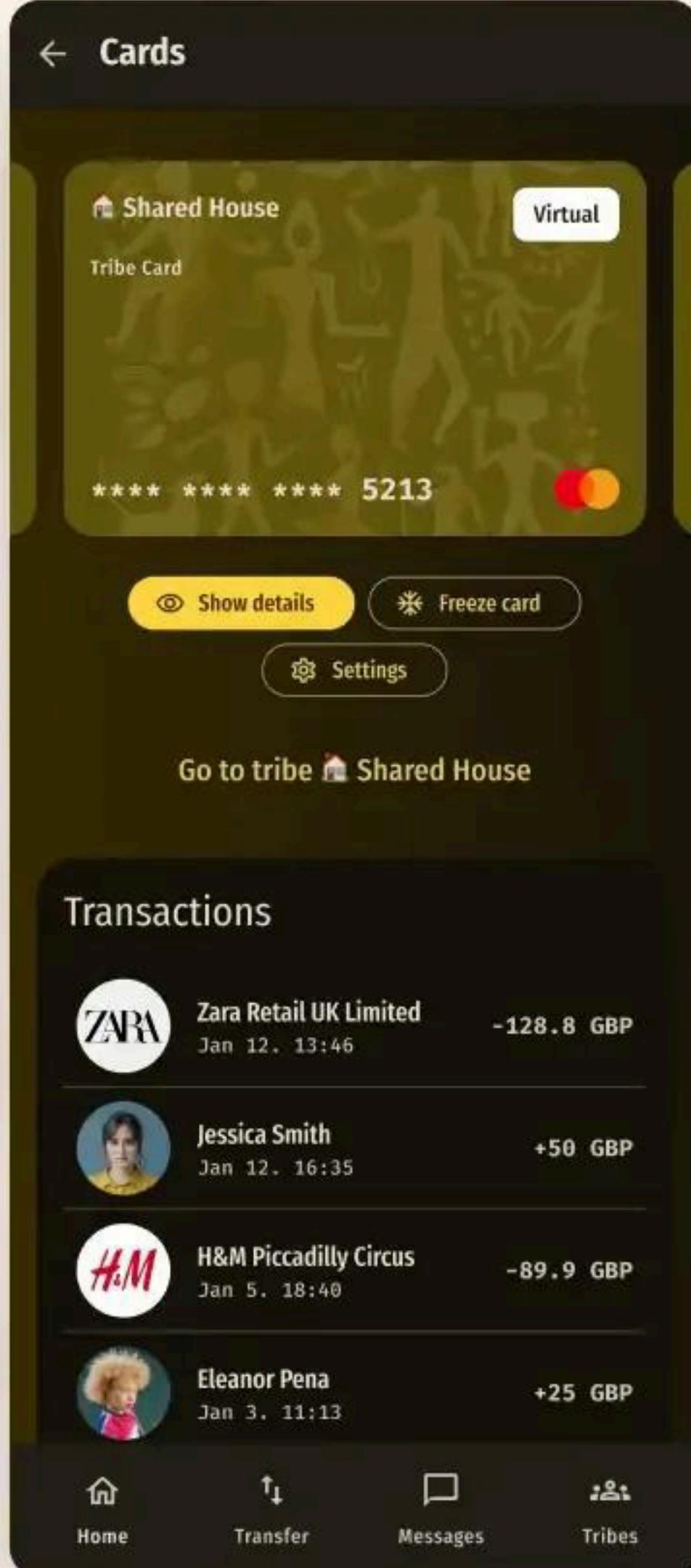
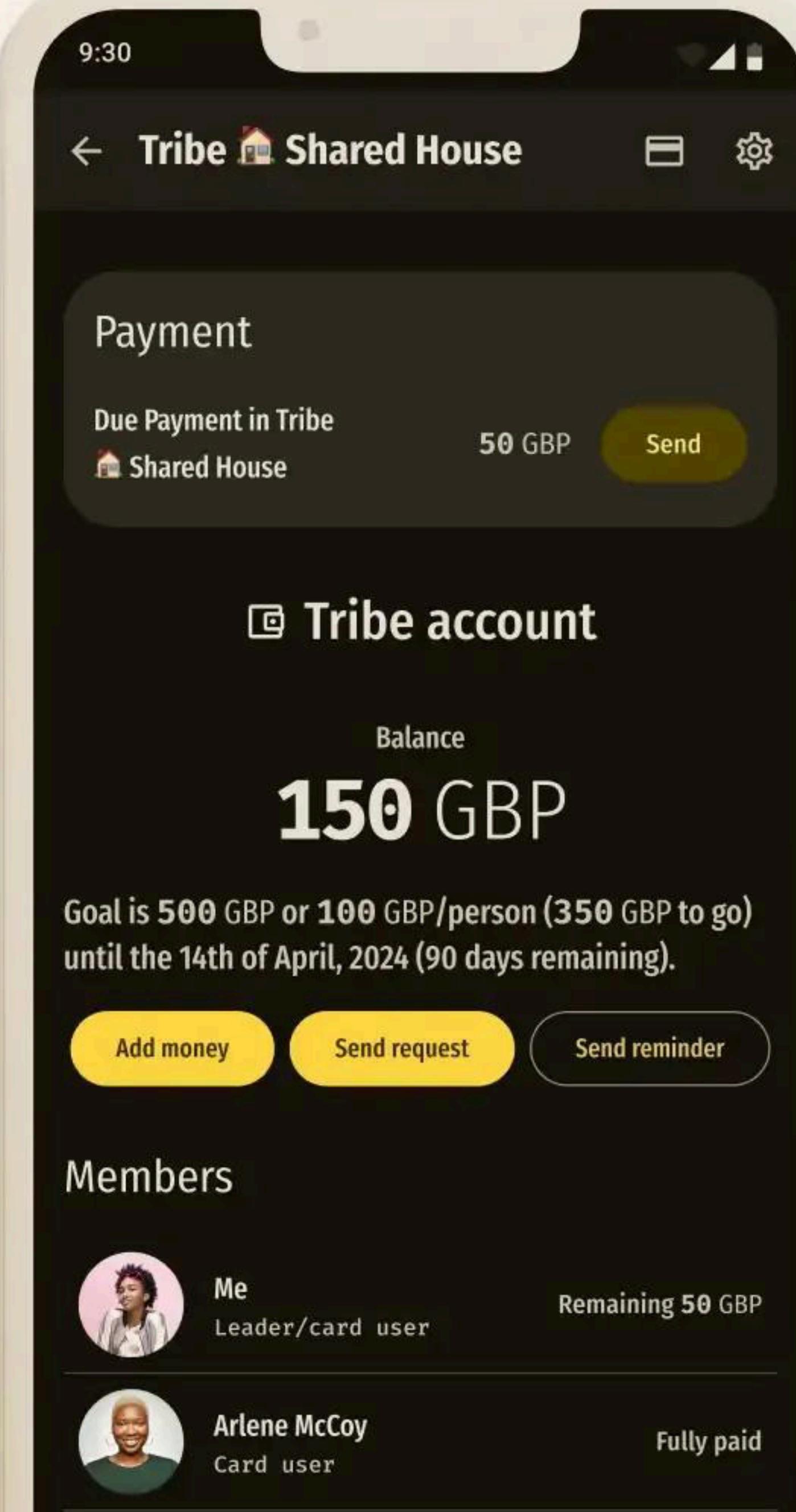
2024 | *mobile app design, brand identity*

Bantu is a British mobile app streamlining shared expenses for young adults.

The challenge was to **redesign the information architecture** based on the product vision in a way that is still familiar to financial app users.

We used **generative AI for branding** and deviated from the common minimalist UI trends.

[Read the case study](#)







E-commerce AI agent

2023 | *product design, conversation design*

As a product and conversation designer on a cross-functional agile team, I helped Prefixbox create an AI agent that delivers more accurate product recommendations.

The challenge was to **design a product build with generative AI** at a time when this technology was very new, and there weren't many examples or design patterns we could use.

[Read the case study](#)

Hill I'm your shop assistant. I can help you search, recommend, and buy products. You can also check shop locations and opening hours under general informations.

How can I help you?

Search products

Tell me what product you are looking for, or check the categories.

Product categories

Here are the main categories.

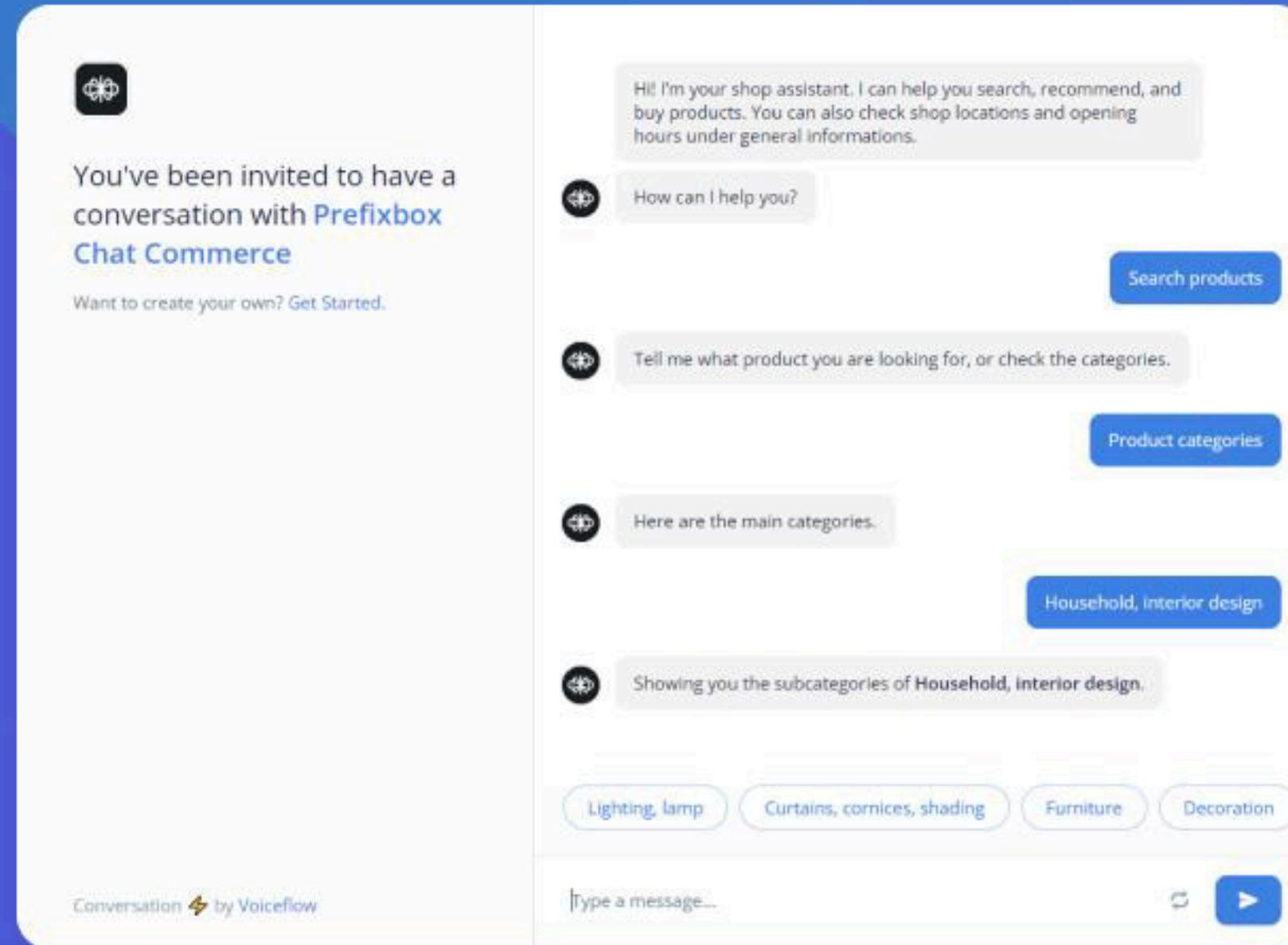
Household, interior design

Showing you the subcategories of Household, interior design.

Lighting, lamp Curtains, cornices, shading Furniture Decoration

Conversation by Voiceflow

Type a message... 



This flow shows a product search where the user does not find the desired product instantly. He/she goes through a filtering option (brands) and looks for more products in another category. He/she checks the product page to find more information.

Happy flow 2: filtering, product page

Welcome

Start conversation

Ask for User Agent Specifications

Main Menu

View cart Search products Recommended products General informations Ask for a live agent

Filtering product page

Search products

What are you looking for? Or choose the category.

Product categories

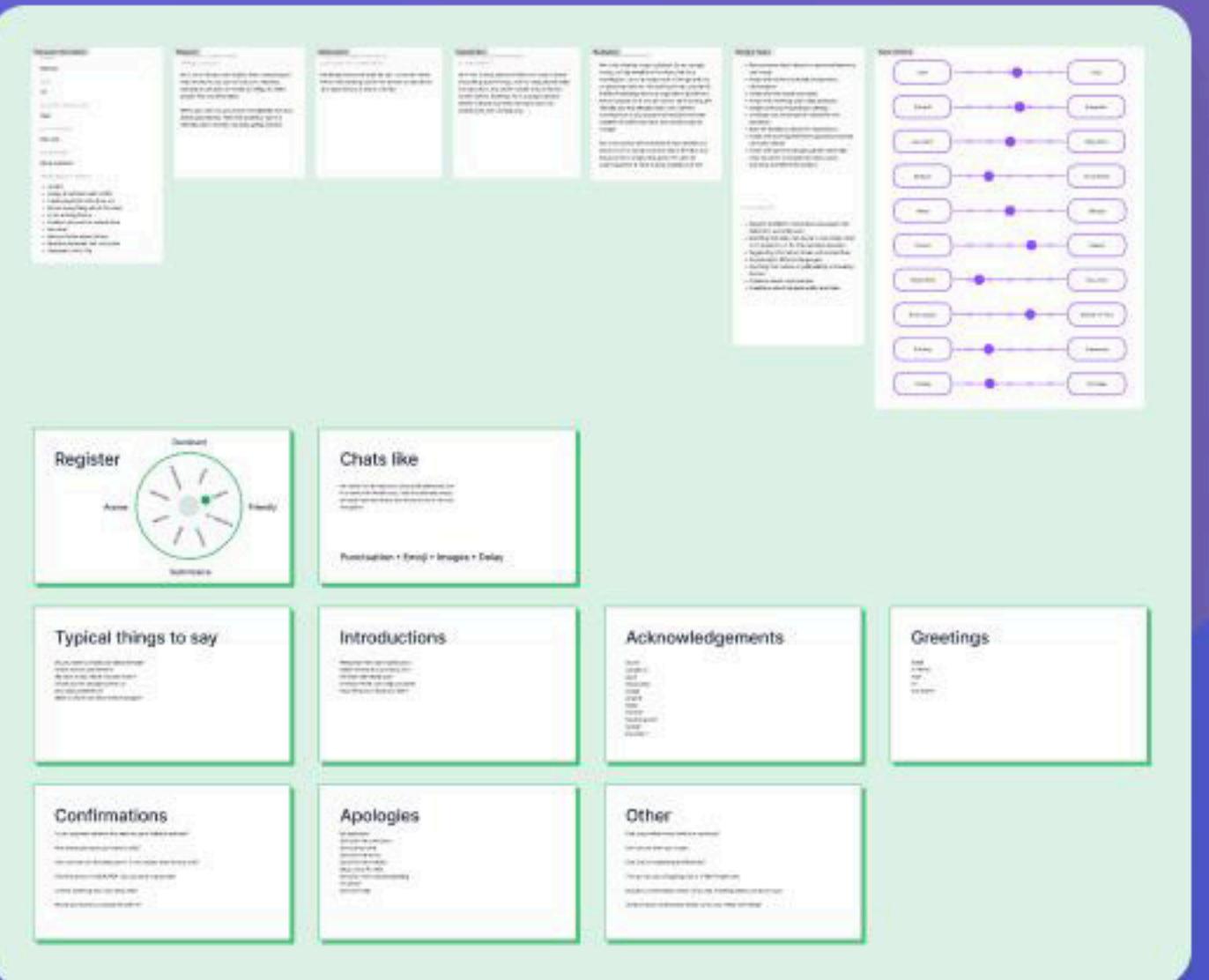
Search the category for 100 light bulb

We have 23,09,000 light bulbs. These are the top results

Univas LED 220 Add to cart Philips LED 220 Add to cart Twin LED 220 Add to cart Tama LED 220 Add to cart Twin LED 220 Add to cart

User likes Filter by price Read 30 reviews Do it Lighting catalog Read about it

See More



This flow shows an ideal scenario where the user directly searches for a product, instantly finds what he/she is looking for, adds it to the cart and purchases it. Everything goes according to plan.

Happy flow 1: search, purchase, feedback

Welcome

Start conversation

Ask for User Agent Specifications

Main Menu

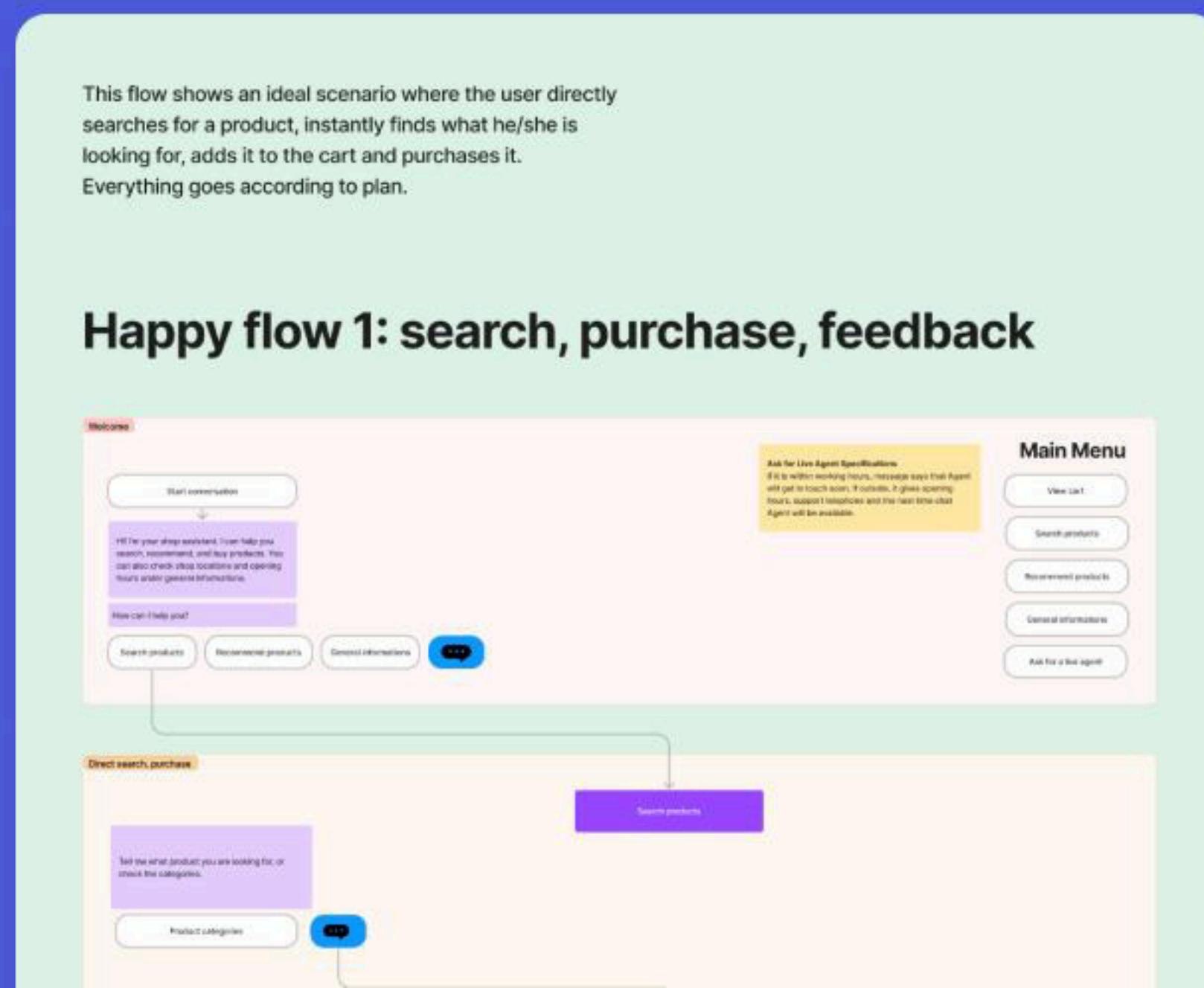
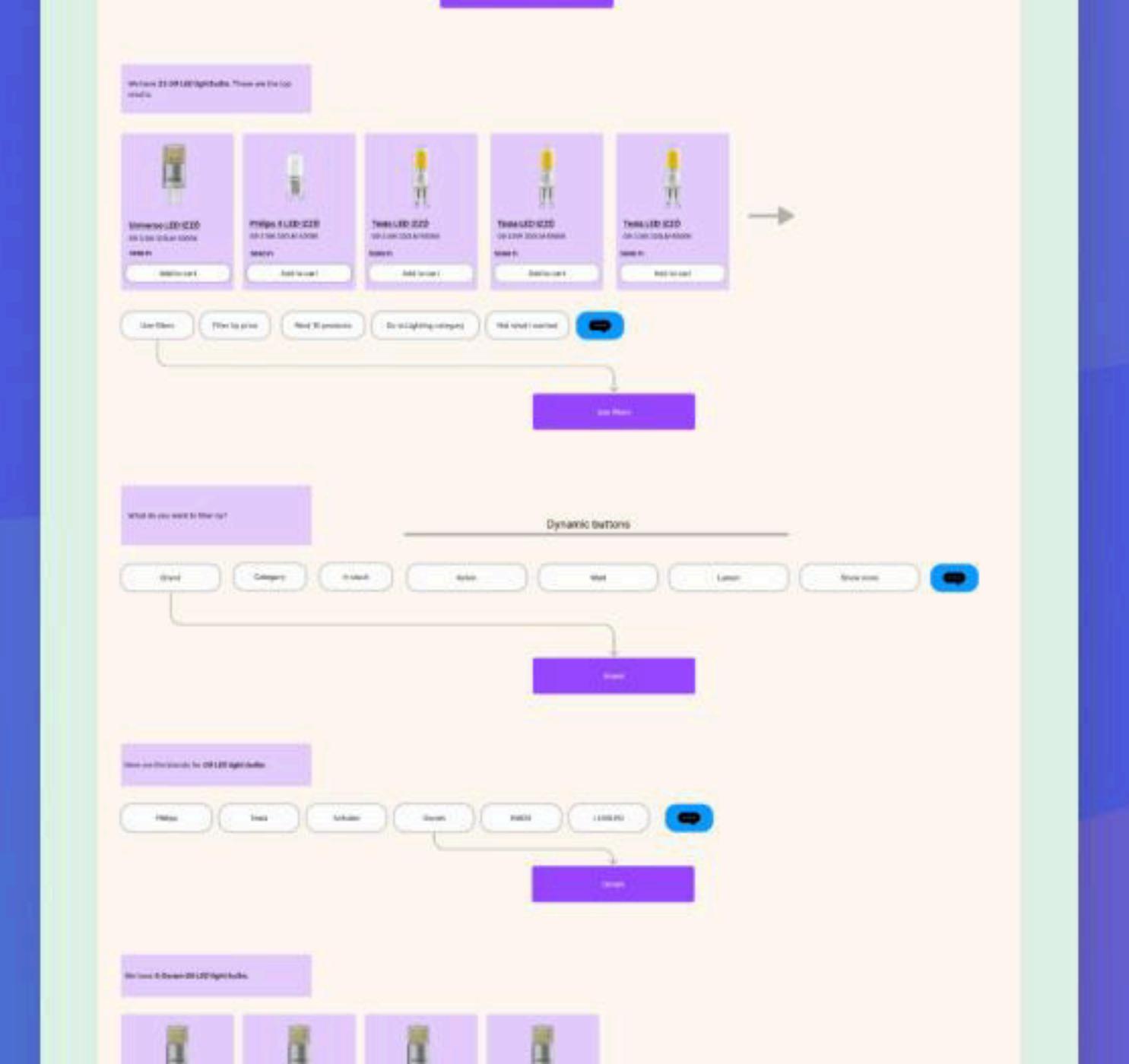
View cart Search products Recommended products General informations Ask for a live agent

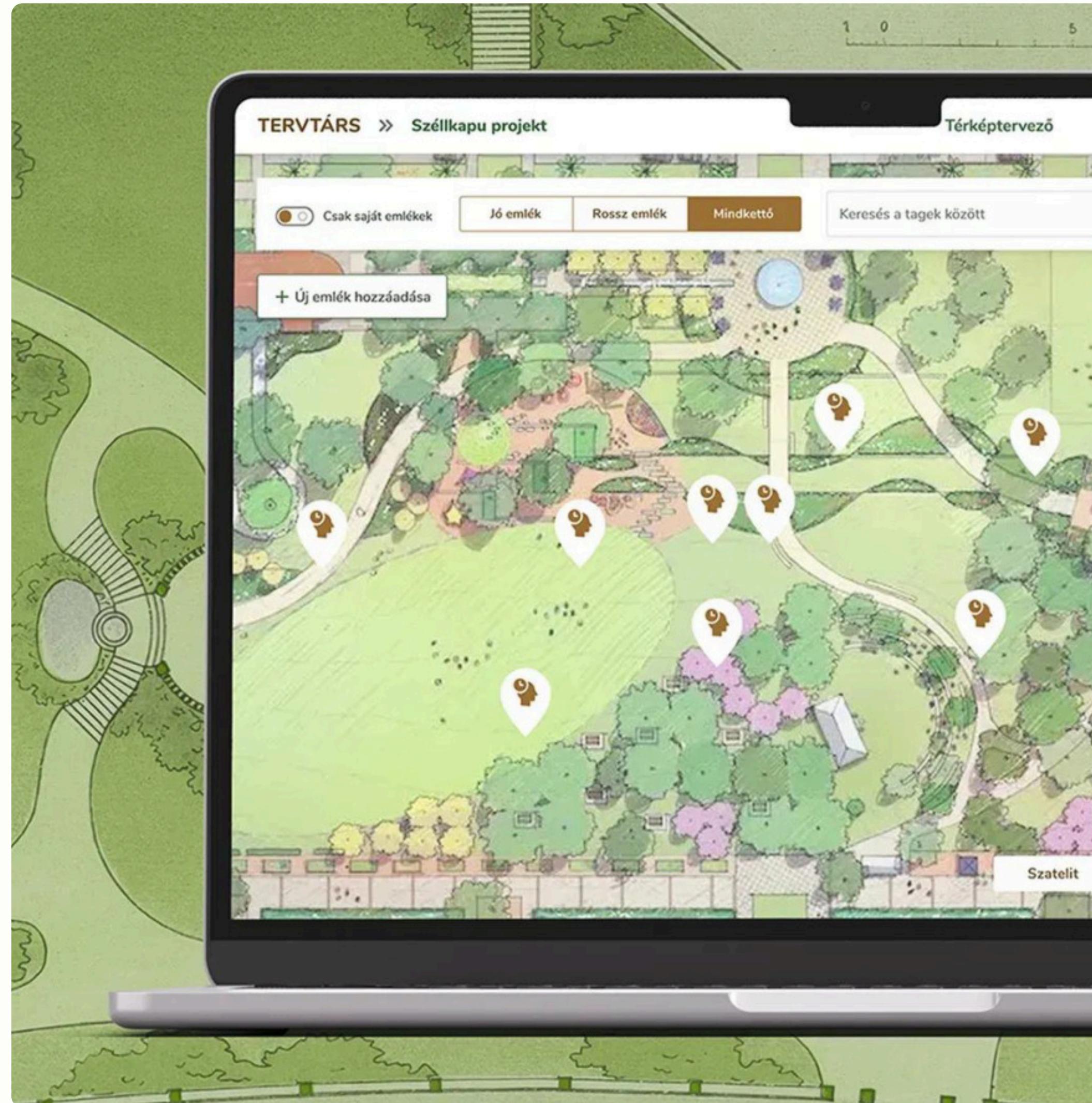
Direct search, purchase

Search products

What are you looking for? Or choose the category.

Product categories



Landscape architecture app

2020 | *web app design, brand identity*

Plan Pal is a desktop web app prototype for landscape architects for early codesign workshops.

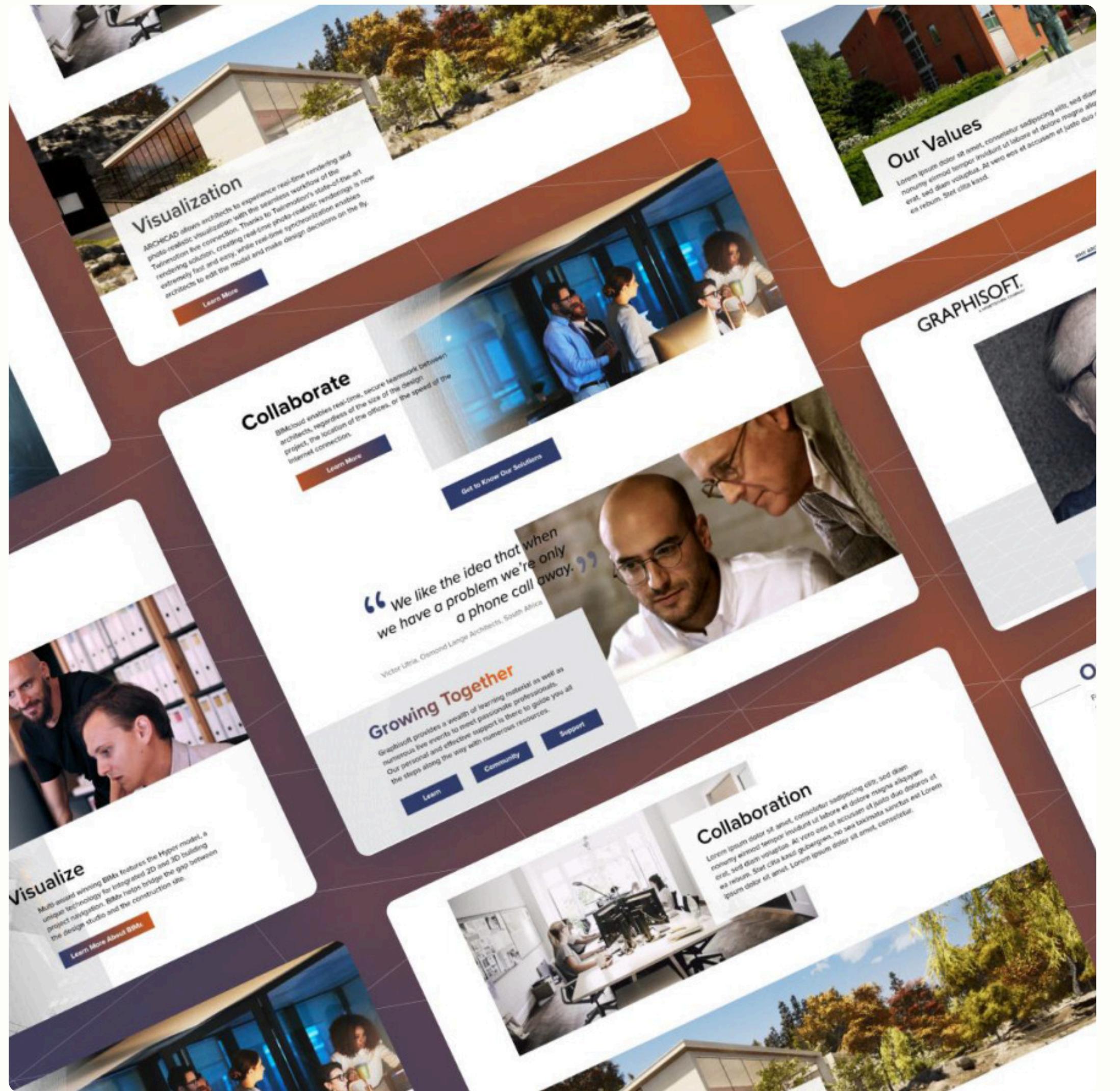
The main challenge was to **understand the entire architectural design process** and find a relevant problem we could solve with a digital product.

We managed to **facilitate collaboration** through memory map markers and an intentionally simple drawing interface.

[Read the case study](#)

WEB DESIGN

WEBSITE REDISEIGNS & MICRO SITES



Social app for shared expenses

2019 | *web design, design system, brand identity*

Graphisoft is an international software company for architecture. The challenge was to redesign the brand and the website to communicate new business values: community and innovation.

I was involved in the **ux workshops**, designed the foundations of the **design system**, and collaborated with developers on magazine-like page layouts.

[Visit the website](#)

Join the Community

Create your GRAPHISOFT ID to access learning, community membership materials, trials software, quality support and enjoy the numerous benefits of being part of our community.

Want to get in touch quickly?
Contact us via phone or e-mail.

info@graphisoft.com
[+1 617 485 4200](tel:+16174854200)

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Name _____

E-mail _____

Password _____

Select country 

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Visualize



Multi-award winning BIMx features the Hyper-model, a unique technology for integrated 2D and 3D building project navigation. BIMx helps bridge the gap between the design studio and the construction site.

[Learn More About BIMx](#)

Collaborate



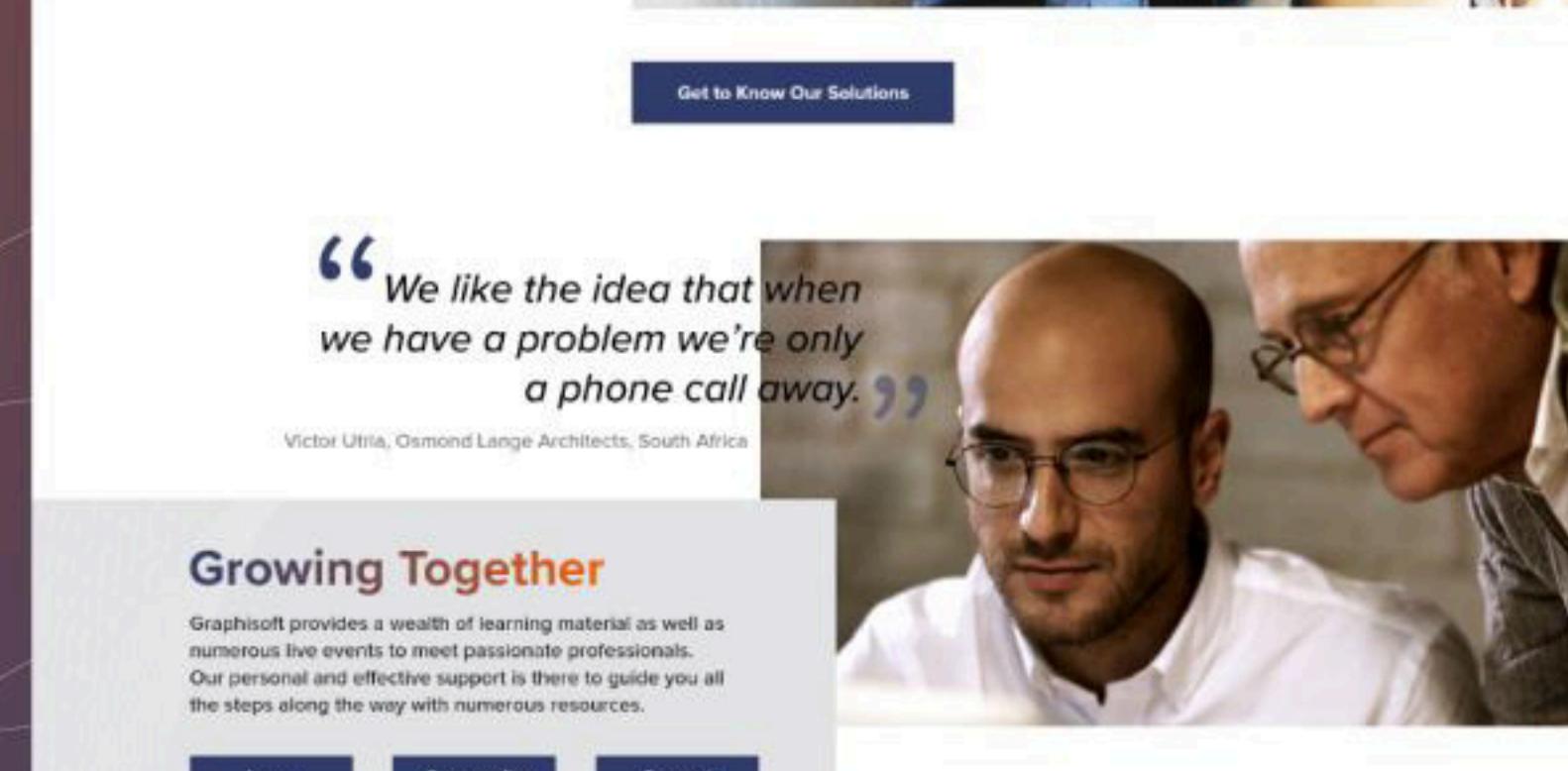
BIMcloud enables real-time, secure teamwork between architects, regardless of the size of the design project, the location of the offices, or the speed of the Internet connection.

[Learn More](#)

“ We like the idea that when we have a problem we’re only a phone call away. ”

Victor Utria, Osmond Lange Architects, South Africa

Growing Together



Graphisoft provides a wealth of learning material as well as numerous live events to meet passionate professionals. Our personal and effective support is there to guide you all the steps along the way with numerous resources.

[Learn](#) [Community](#) [Support](#)

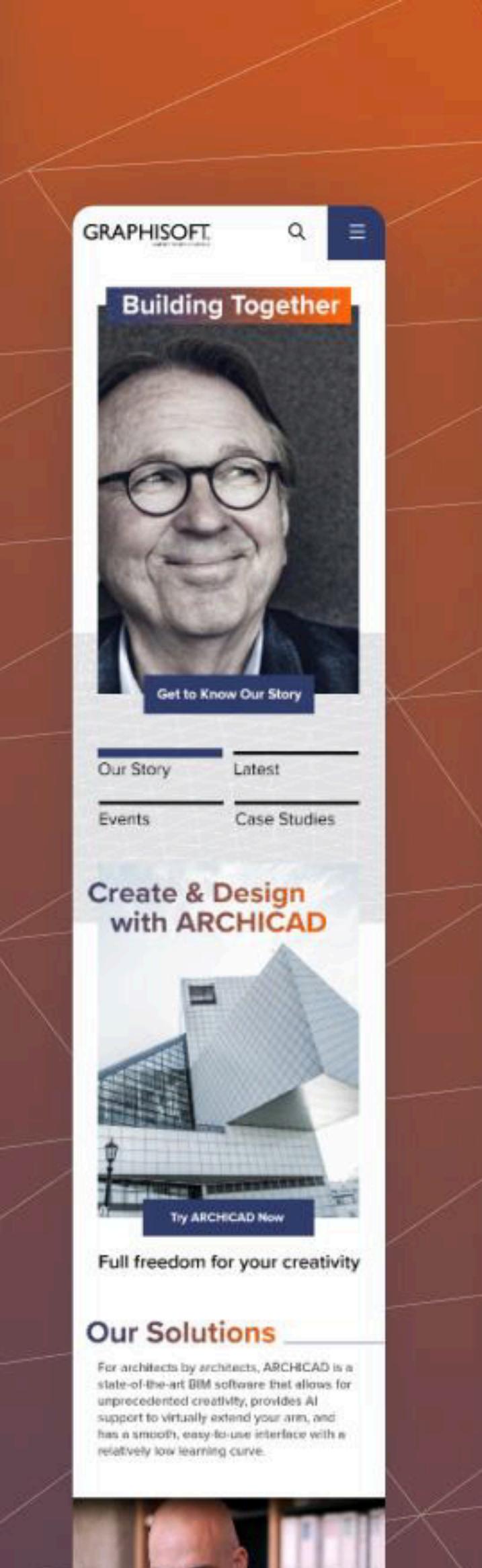
Getting Together



For architects by architects, ARCHICAD is a state-of-the-art BIM software that allows for unprecedented creativity, provides AI support to virtually extend your arm, and has a smooth, easy-to-use interface with a relatively low learning curve.

10/11 2019 [Los Angeles, USA ARCHICAD 23 World Premier](#)
10/22 2019 [Berlin, Germany ARCHICAD Conference](#)
09/14 2019 [Budapest, Hungary #graphiLEARN Master Classes](#)
08/30 2019 [Budapest, Hungary ARCHICAD Basecamp](#)

Create



ARCHICAD is a tool for architects working in the architecture-engineering-construction (AEC) industry for designing buildings from the conceptual phase all through

Building Together



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Create & Design with ARCHICAD



[Try ARCHICAD Now](#)

Full freedom for your creativity

Our Solutions



For architects by architects, ARCHICAD is a state-of-the-art BIM software that allows for unprecedented creativity, provides AI support to virtually extend your arm, and has a smooth, easy-to-use interface with a relatively low learning curve.

Join the Community



Tomohika Yamanashi
Nikken Sekkei
Senior Executive Officer
Deputy Head of Architectural Design Department

BIM in Japan: Nikken Sekkei



New building industry innovation using ICT in four areas of architecture supported by BIM as a new architectural platform.

Interview with Tomohika Yamanashi

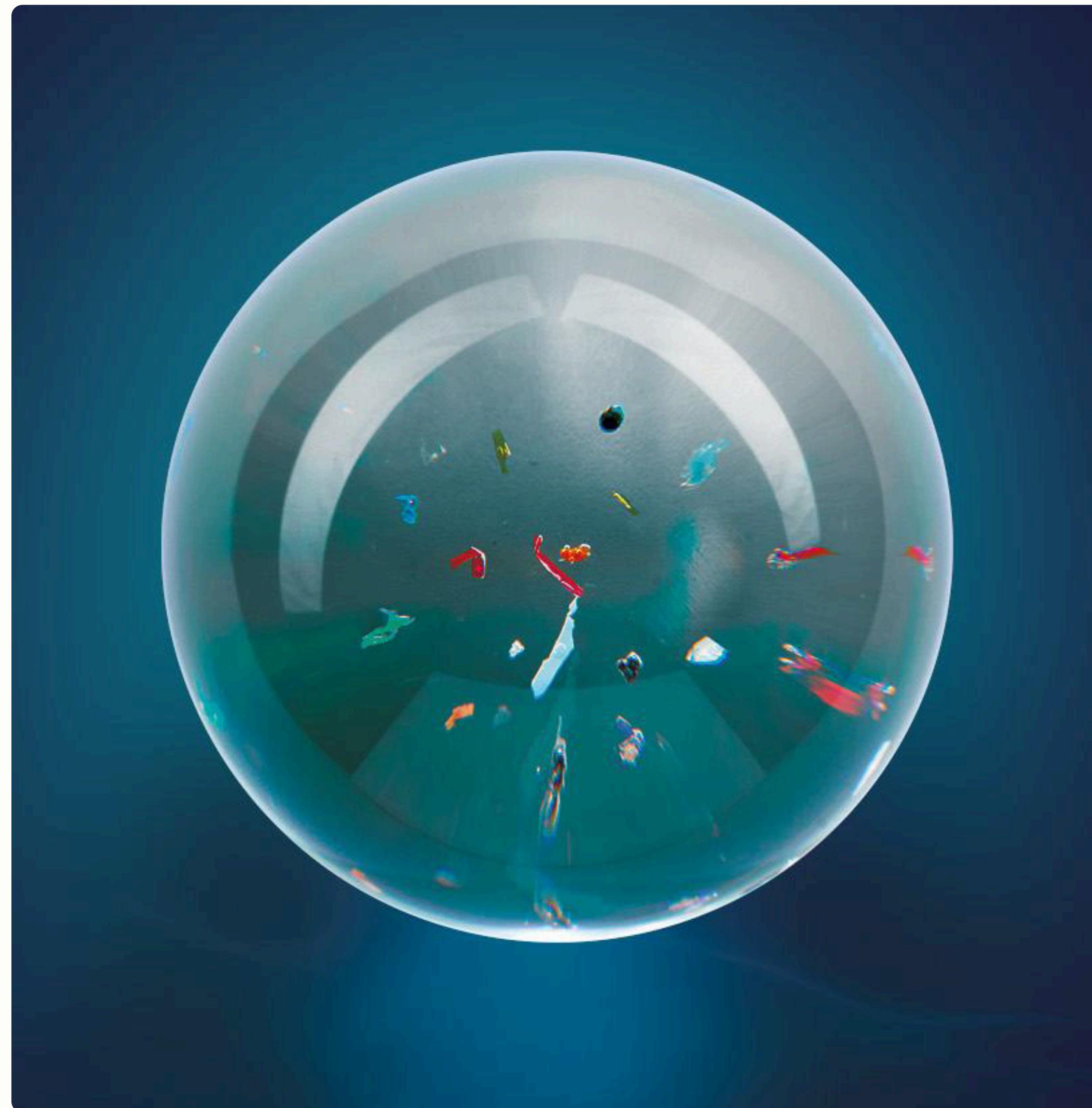
It has been almost 5 years since Nikken Sekkei started using BIM. Five years ago, we were trying to take advantage of BIM just for improving the overall design quality and/or optimizing our workload. Therefore, “BIM use alone” was often the main goal. However, over the past five years, BIM use has been diversified; non-BIM ICT has advanced rapidly as well, and has brought changes in various areas. Thus, our concept of BIM use has expanded.

What is the development of non-BIM ICT?
There have been considerable changes in four areas of architecture. For example, in digital fabrication, ICT use in the manufacturing field has begun in the construction industry, as well. In fact, in our “Timber Hall” and “Hoki Museum” projects, we utilized BIM data through the entire manufacturing process – even for operating machine tools, which comes at the end of the process. This type of digital-fabrication flow is about to spread to the entire industry. This is what I call the first area “ICT use in architecture”.

And the third one is?
It is “Computational Design”. This is close to design, but I call it “ICT use of generation”. As the simulation approach is becoming popular, architects lead in formulating the concept or algorithm, and the integrated simulation results are considered the outcome. Such a method could be one of the new design procedures. The fourth ICT is close to the concept of the so-called “IoT” in other industries. Architecture itself connects to the Internet and will become a digital device, namely “ICT of building itself”. For example, sensors that



On the Water Nikken Sekkei Photo: Harunori Noda [Gankosha]



Making the invisible visible website

2022 | *web design, brand identity*

Making the invisible visible was an ad campaign to raise awareness of microplastic pollution.

I designed the **microsite using sustainable web design best practices** to align with the campaign's message. It **won three creative awards**, and raised donations for WWF's wildlife program.

[Learn more about the campaign](#)





Deutsche Telekom IT Solutions website

2022 | *web design, ux design*

Deutsche Telekom IT Solutions is one of the largest IT companies in Hungary.

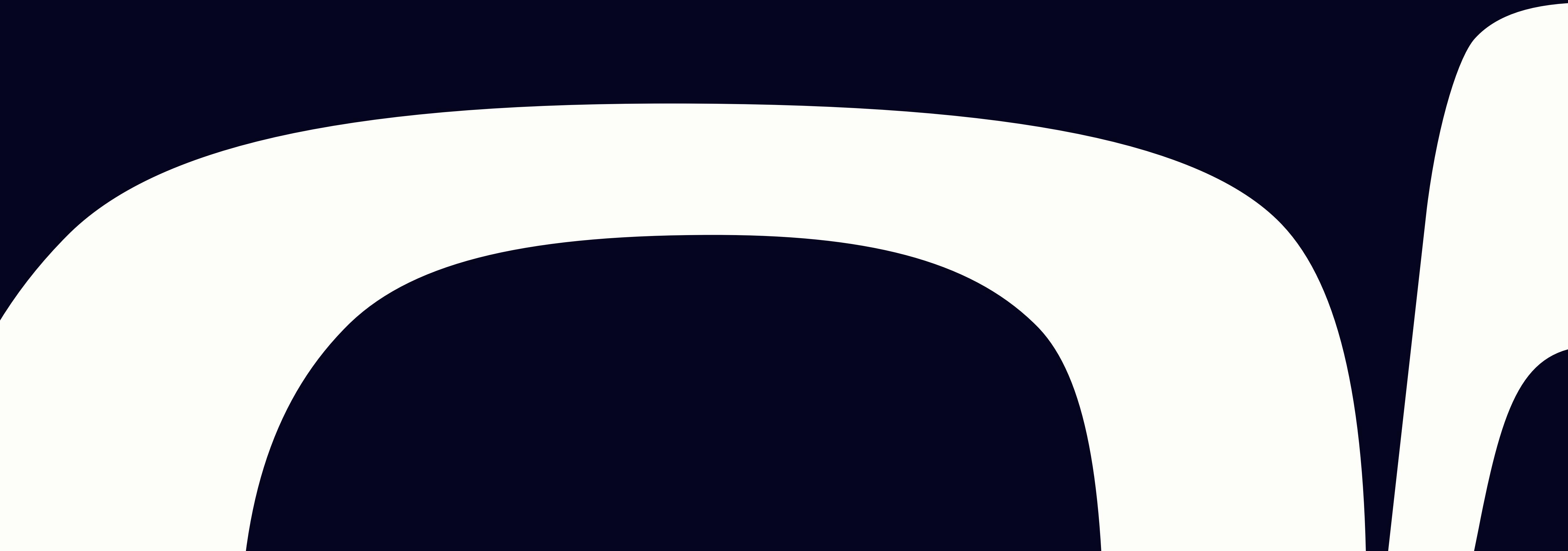
The goal was to redesign their website to attract top talent and streamline the recruitment process.

I contributed to the project by designing **user flows, wireframes, and the final page layouts.**

[Visit the website](#)

GRAPHIC DESIGN

BOOKS AND BRAND IDENTITIES





Skateboarding championship rebrand

2025 | *brand identity, typography, generative AI*

I worked on the redesign of the Hungarian Skateboarding Championship's promotion materials so that institutions and skaters of all kinds can relate to its newfound identity.

I led the entire **design process** from initial **research and workshops to creating the final design** deliverables.

[Read more about the project](#)

MAGYAR GÖRDESZKA- BAJNOKSÁG **2025**

Street,
diákolimpia

5. 17.

DEBRECEN



MAGYAR GÖRDESZKA- BAJNOKSÁG **2025**

Park,
diákolimpia

6. 22.

GYŐR

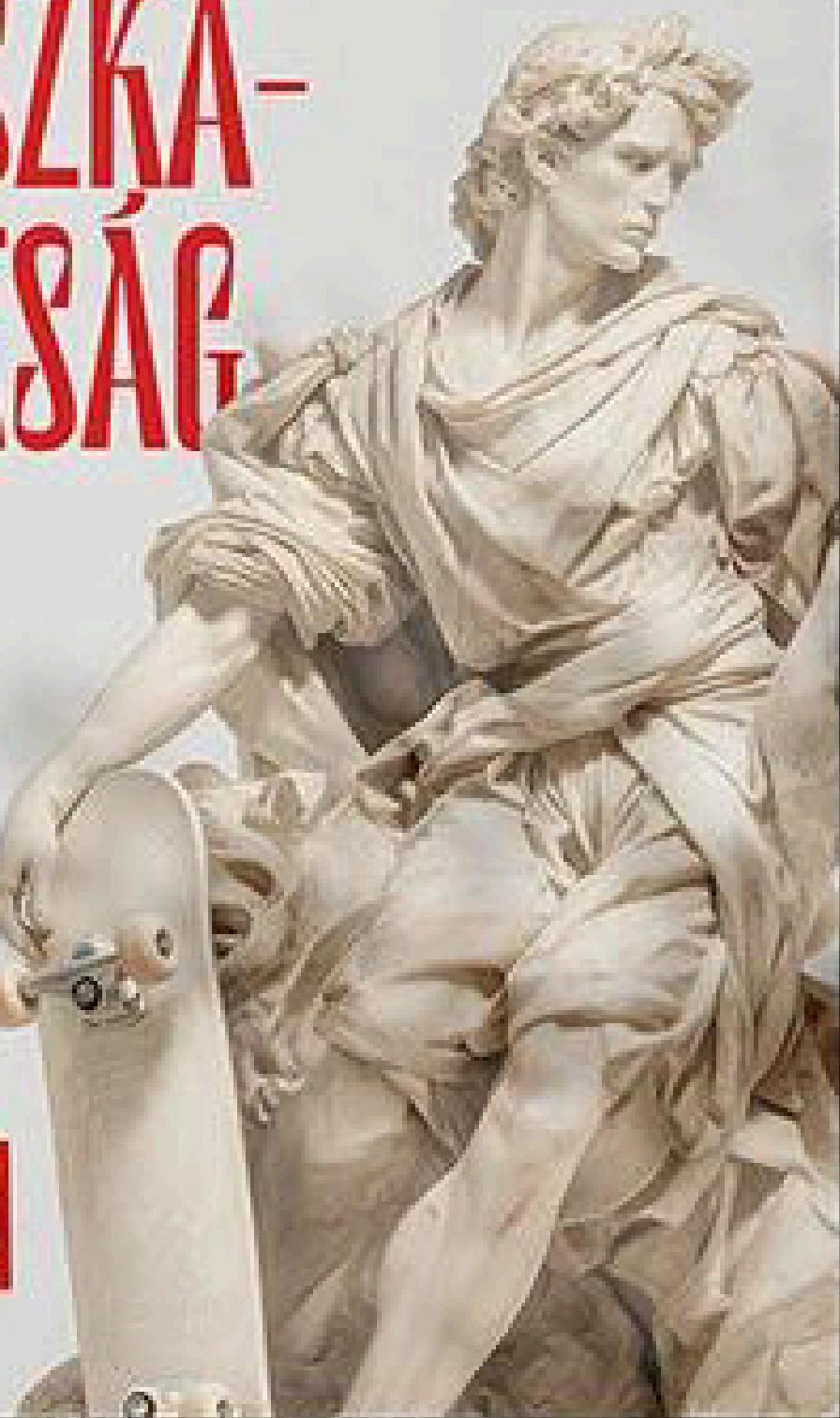


MAGYAR GÖRDESZKA- BAJNOKSÁG **2025**

Street

6. 21.

ESZTERGOM





Literary Magazine rebrand

2021 | *brand identity, typography, cover design*

Literary Magazine is a publication exploring literary themes through a contemporary lens.

To align its visual identity with its accessible editorial voice, I worked with the editorial team to redesign the logo, cover, and page layouts.

I also contributed as a digital product supervisor and art director in the development of its website.

[Read more about the project](#)

irodalmi magazin

2021/1 XI. évfolyam 1590 Ft

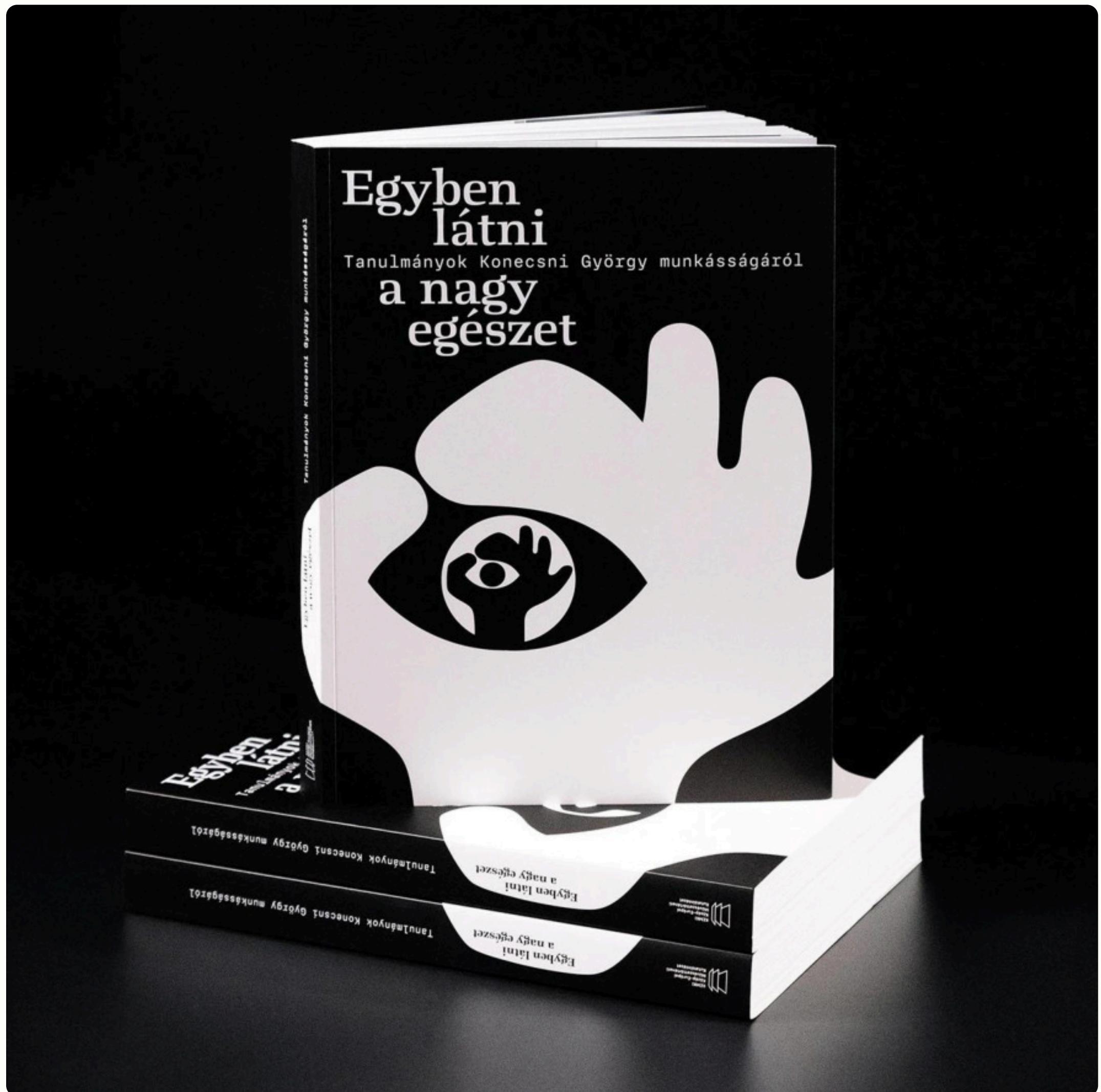
irodalmi magazin

2021/3 IX. évfolyam 1590 Ft

irodalmi magazin

2021/4 IX. évfolyam 1590 Ft





Seeing the Whole Picture book

2025 | *book design, typography*

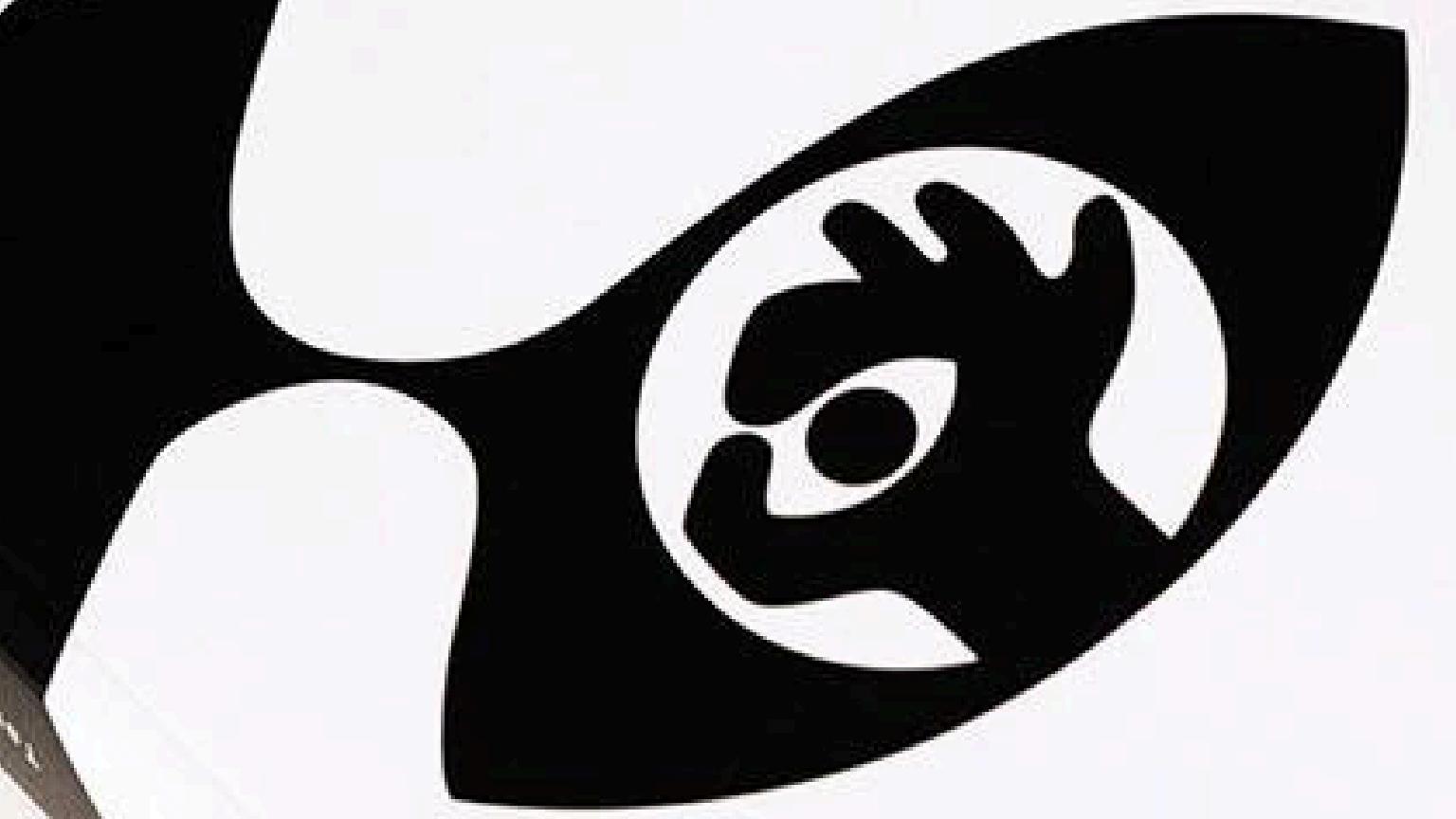
I worked on the **cover, page layouts, and typography** for the publication covering the life and work of György Konecsni, a prominent Hungarian painter and graphic designer.

The challenge was to create a cover and layout that not only reflects the spirit of Hungarian 1960s modern graphic design but also expresses the authors' contemporary perspective.

[Read more about the project](#)

Egyben láttni a nagy egészet

Tanulmányok Konecsni György munkásságáról



8 nov. 9 -

Tóth

„Idé
pa
en

Kone
a Rus

Bérai Szka

„Színte Család
pöccintés, éhíns
Pontos éhíns
Konecsni György
politikai plakátjai

Gergő Zámbó

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