

Gergő Zámbó

Product & Web Designer

**I design accessible,
fast, and meaningful
websites and apps.**

[LinkedIn](#) / [Resume](#) / [Website](#)



I am a product and web designer with 10+ years of experience, with in-depth knowledge of design theory and front-end technologies.

I helped my former company win 3 creative awards (and support wildlife) with a sustainable website.

I worked on some of the biggest brands in teams on large, high-impact projects:



GRAPHISOFT
A NEMETSCHEK COMPANY

SAMSUNG

Ford

Nikon

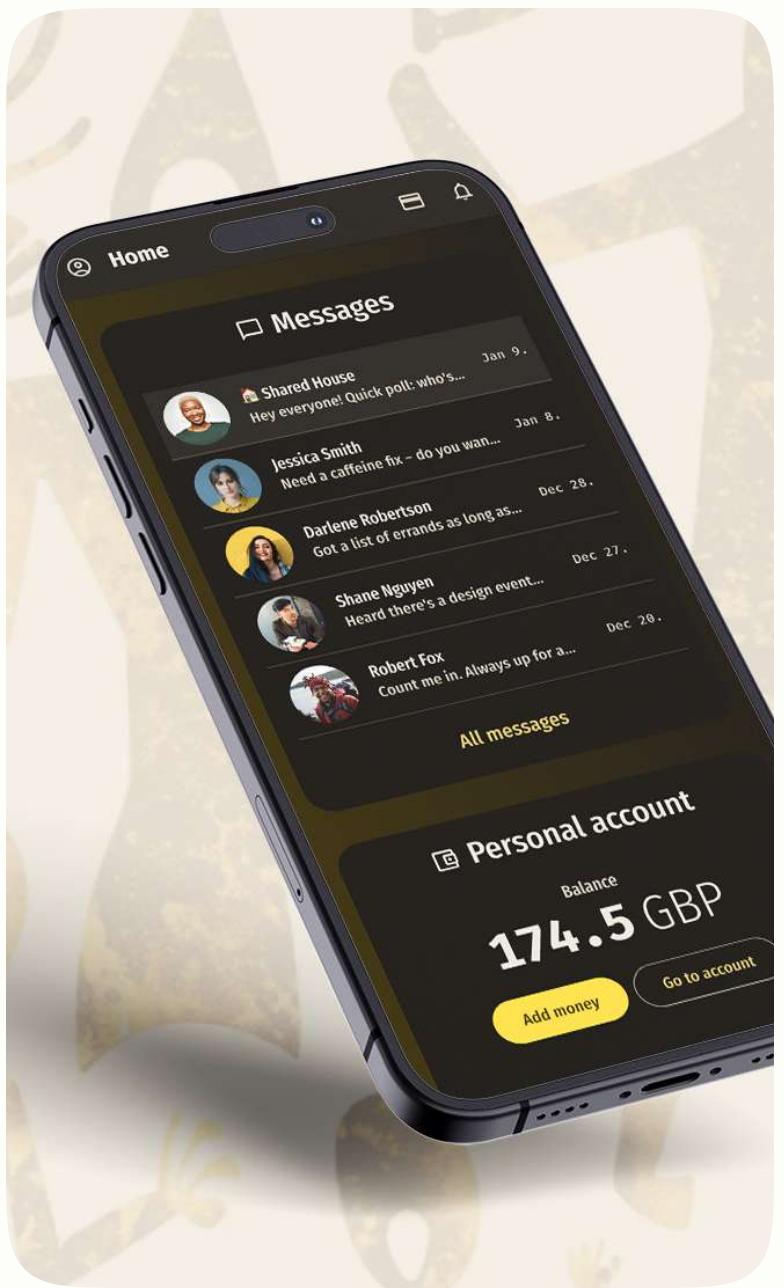


BASF
We create chemistry

THE Coca-Cola COMPANY

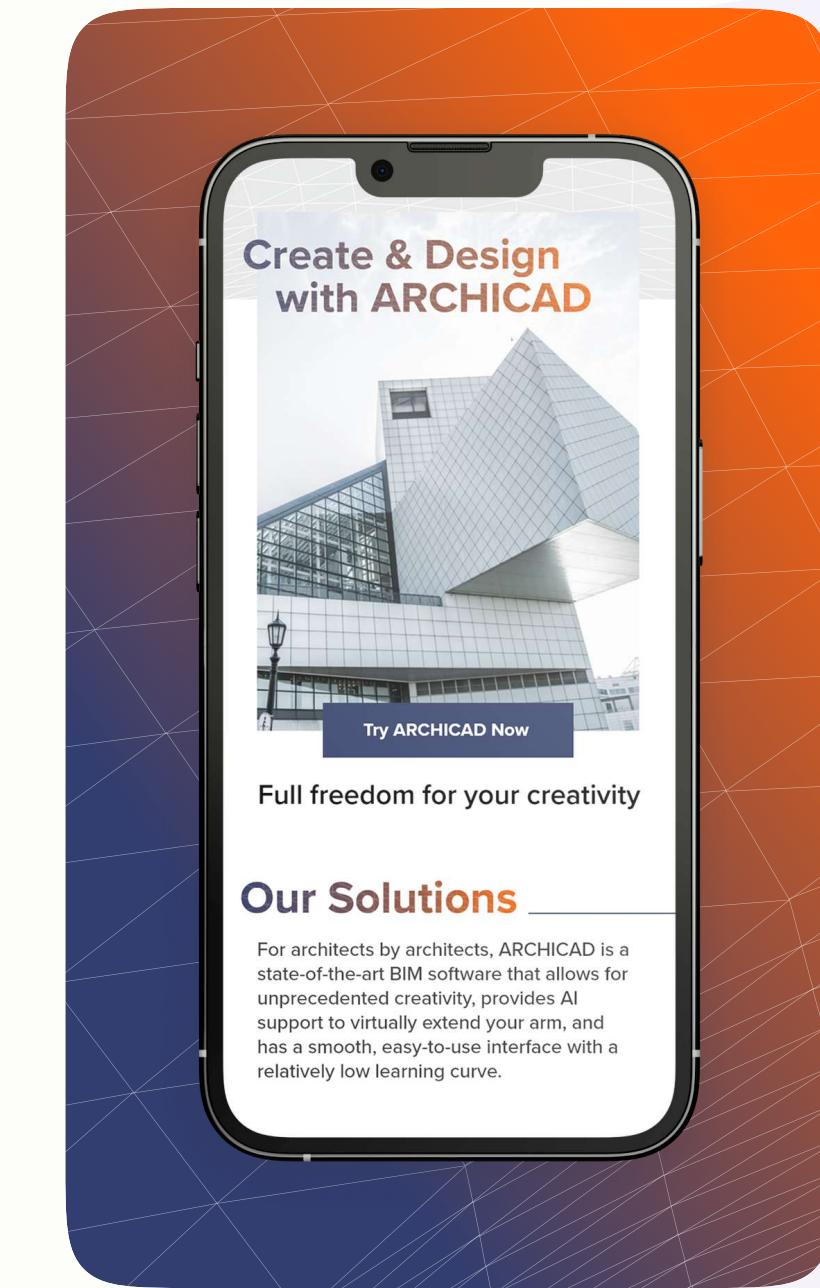


In-depth case studies



Building communities
around finance

Mobile app for a
British fintech startup



A new purpose for
architectural innovation

Brand & website
redesign for a
global tech company

Shorter, special projects



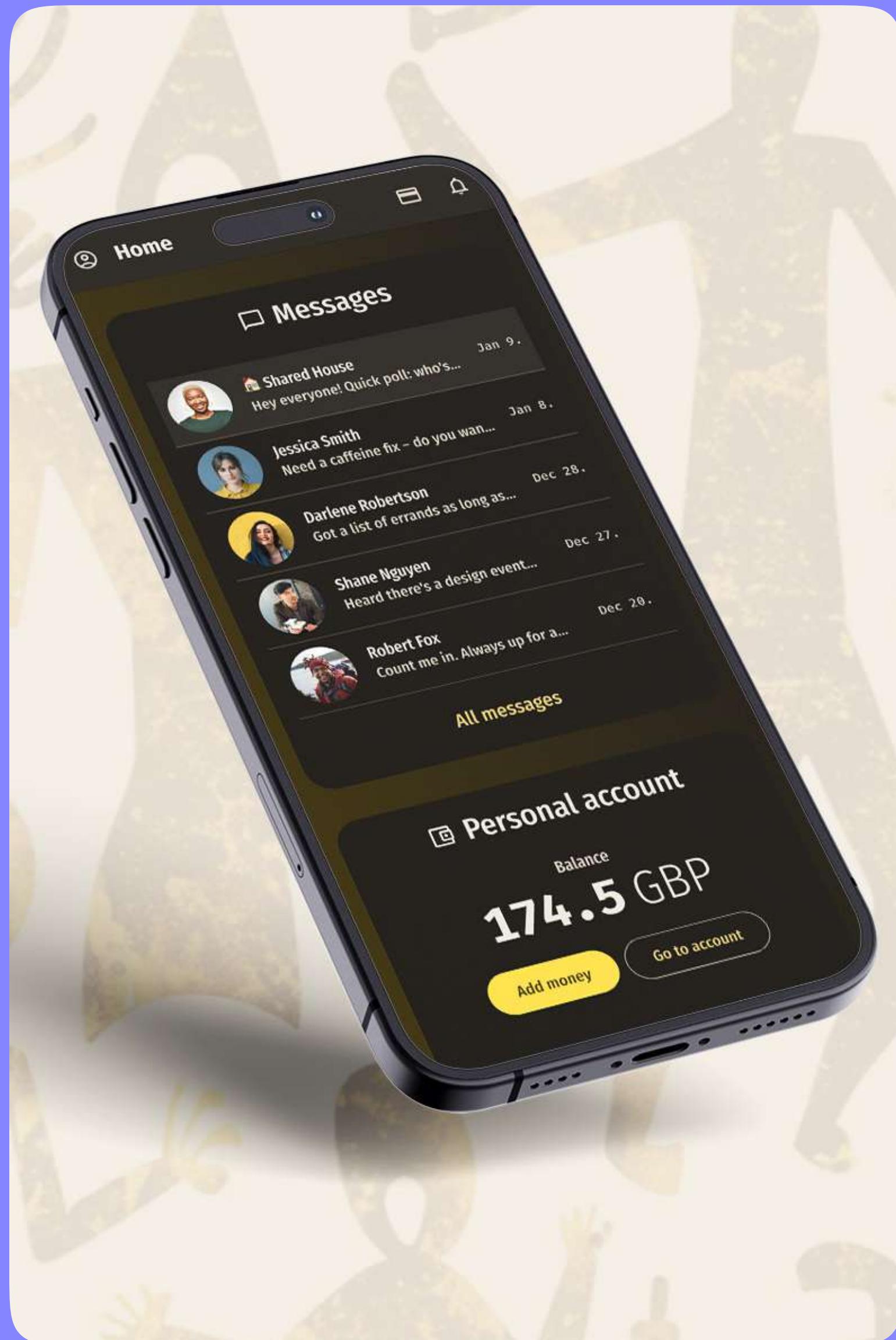
How to design
conversations using
generative AI?

White label
e-commerce chatbot
for a scaleup



Raising awareness of
water pollution

Sustainable website for
an environmental ad campaign



Building communities around finance

Mobile app streamlining shared expenses for a British fintech startup

client

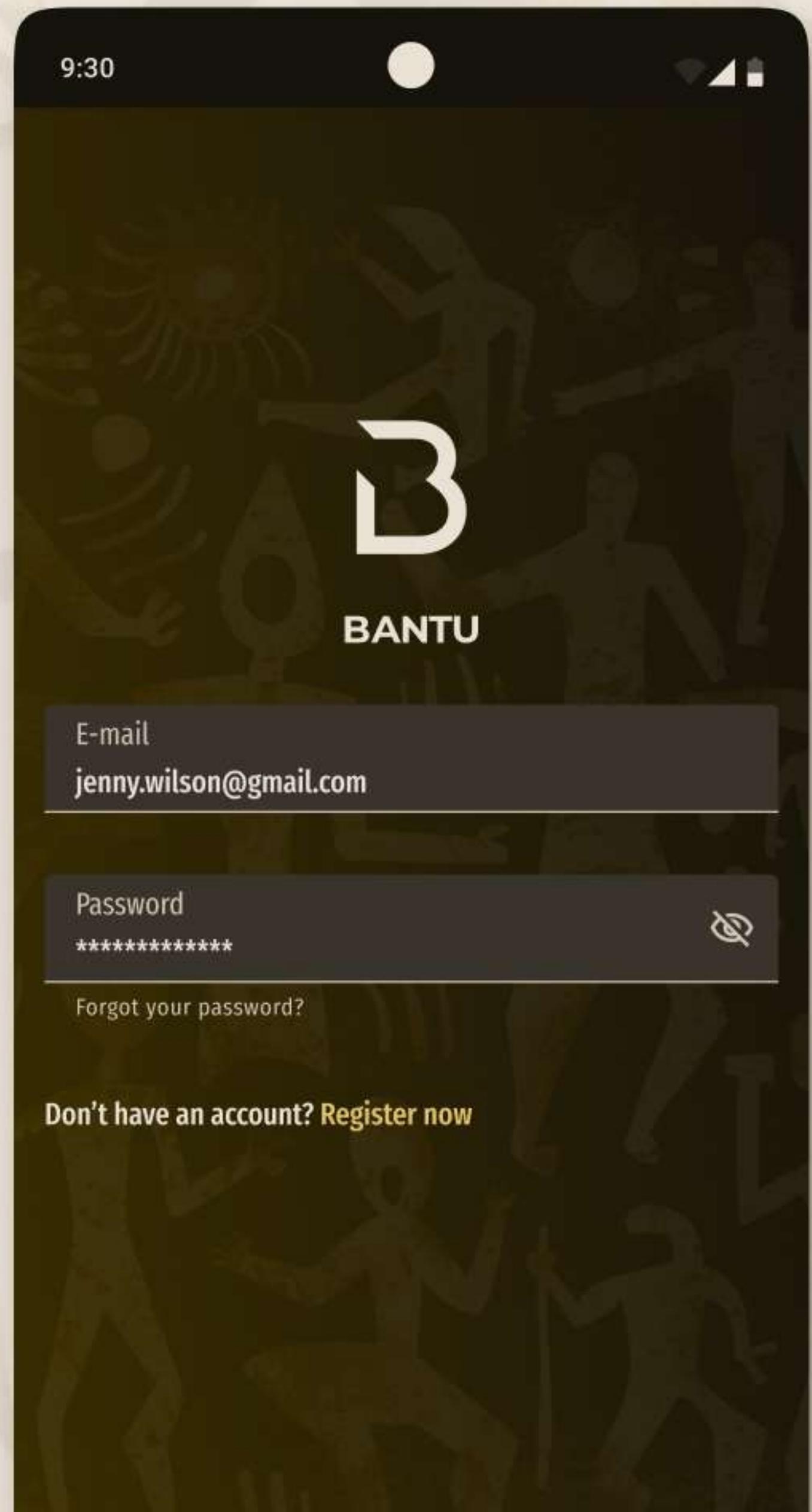
Bantu

Role

Product Designer
Project Manager

Team

Founder, CEO
Junior UX Designer
Product Designer



The 'Tribe Shared House' account screen. It shows a 'Payment' section with a due payment of 50 GBP to 'Shared House'. Below this is the 'Tribe account' section, which displays a balance of 150 GBP and a goal of 500 GBP (350 GBP to go) until April 14, 2024. There are three buttons: 'Add money', 'Send request', and 'Send reminder'. The 'Card & transactions' section shows three recent transactions: Zara Retail UK Limited (-128.8 GBP), Jessica Smith (+50 GBP), and H&M Piccadilly Circus (-89.9 GBP). The 'Members' section lists three users: 'Me' (Leader/card user, Remaining 50 GBP), Arlene McCoy (Card user, Fully paid), and Eleanor Pena (Member, Remaining 100 GBP).

The 'Cards' screen. It displays a 'Shared House' Tribe Card, which is a virtual card. The card has a yellow background with silhouettes of people and a house. The number 5213 is visible. Below the card are three buttons: 'Show details', 'Freeze card', and 'Settings'. A link 'Go to tribe Shared House' is also present. The 'Transactions' section shows the same three transactions as the previous screen: Zara, Jessica Smith, and H&M.

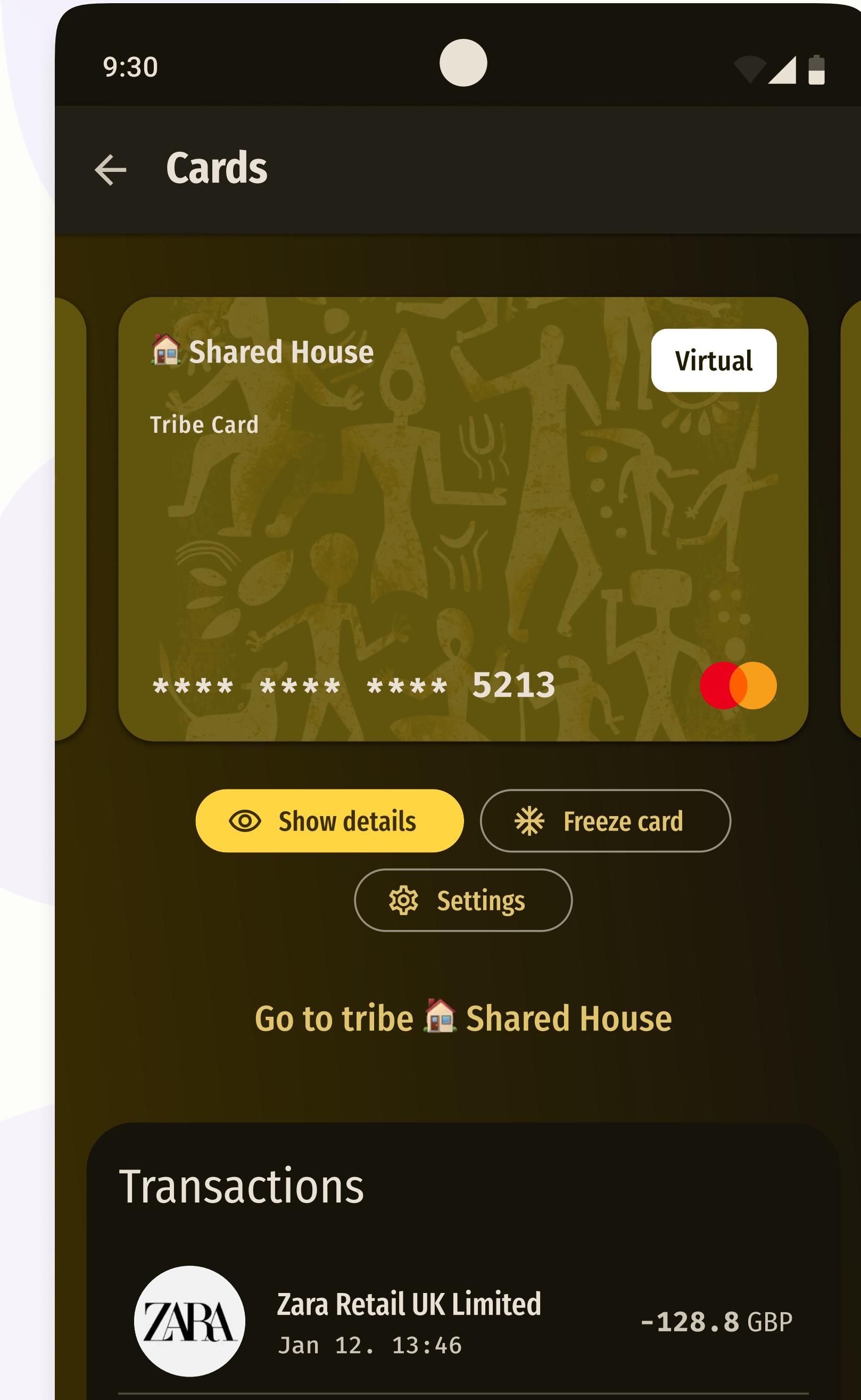
The 'Home' screen. It starts with a 'Messages' section showing five recent messages from users: Shared House, Jessica Smith, Darlene Robertson, Shane Nguyen, and Robert Fox. Below this is an 'All messages' link. The 'Personal account' section shows a balance of 174.5 GBP, with 'Add money' and 'Go to account' buttons. The background of the entire screen features a faint illustration of people.

Even though there are many apps for sharing expenses, it is still a common issue for young adults.

The Bantu app aims to solve this with a user-friendly, social-centric interface for lesser expenses, outgoings, and special events.

The challenge was to revise and improve existing user flows and page structures to better serve business needs and users and to design an identity that aligns with the brand's core idea.

I worked on the user flows, the wireframes, the brand identity, the prototype, the copywriting, and the developer handoff and managed the project.



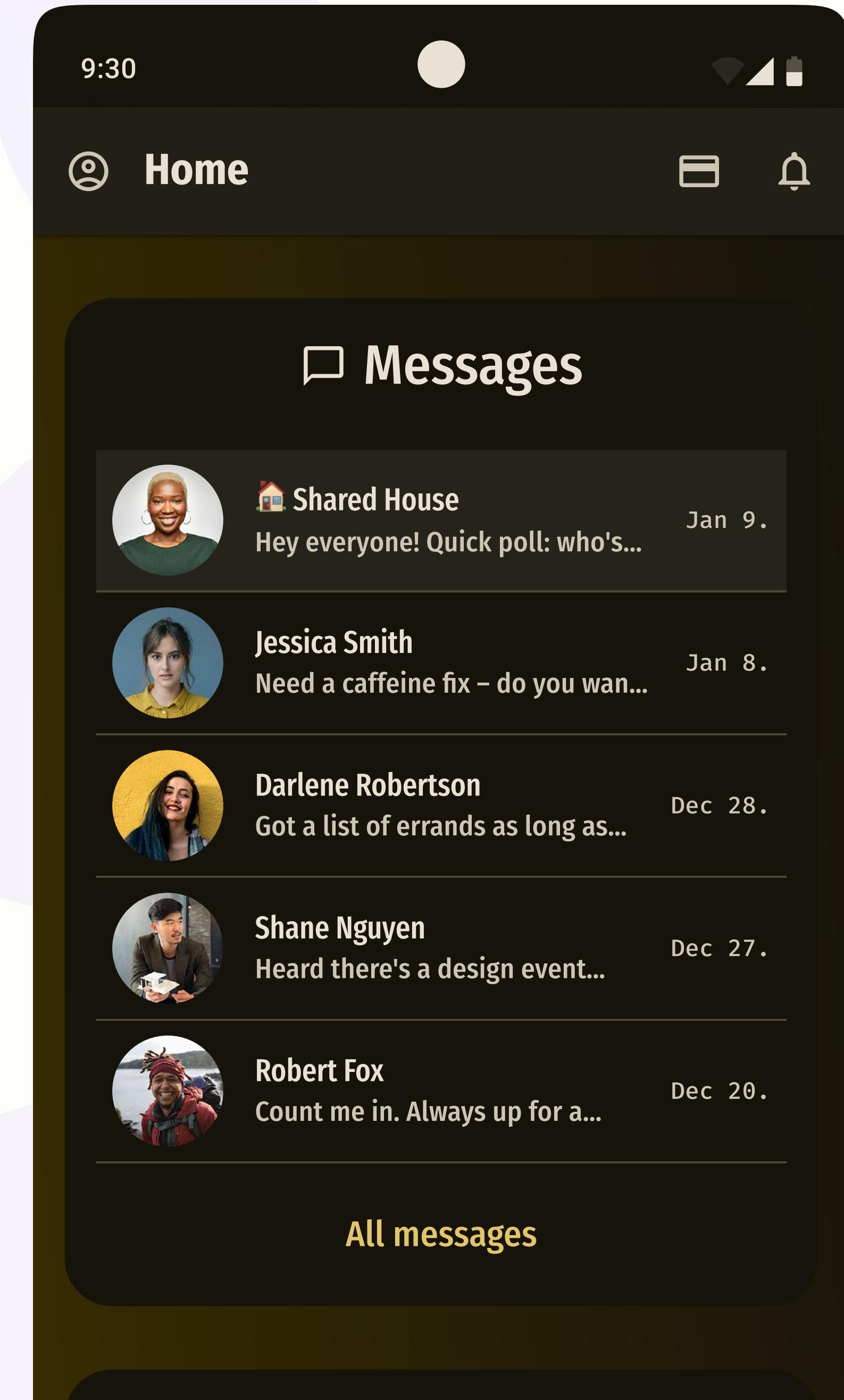
The client wanted to differentiate Bantu by focusing on social interactions and getting friends together.

So, we put messages, groups, and social interactions at the top of the home screen instead of the account overview.

A **tribe** is the central financial group type.

We designed the app to make these easy to create, access, customize, and manage. These can have common financial goals, virtual cards, and split mechanisms.

However, we made sharing money through direct and group messages as simple as possible to serve a wider audience.





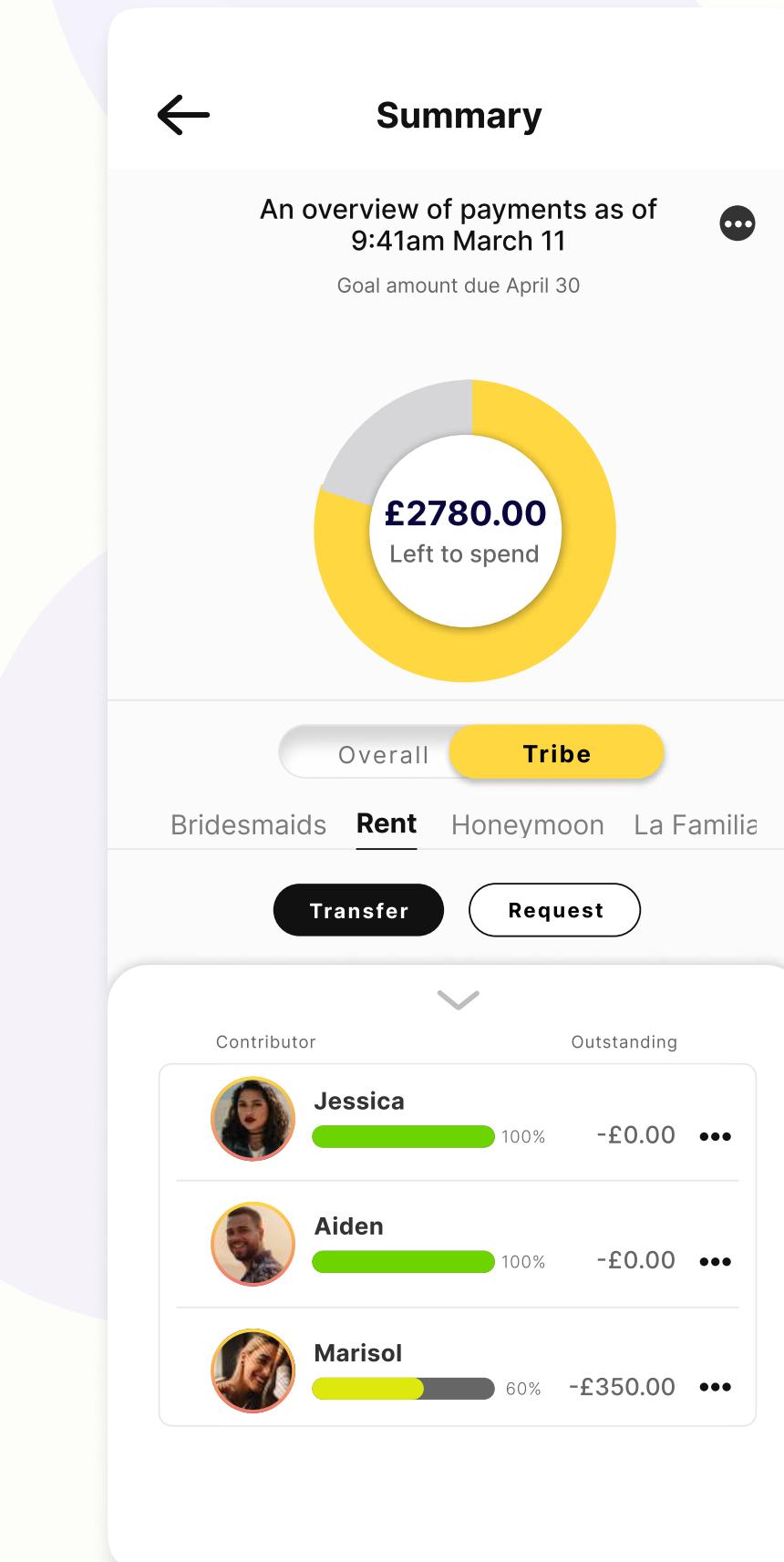
The client had an early prototype and ran multiple user tests.

These showed that the visuals were so simple that people perceived it as a lack of branding.

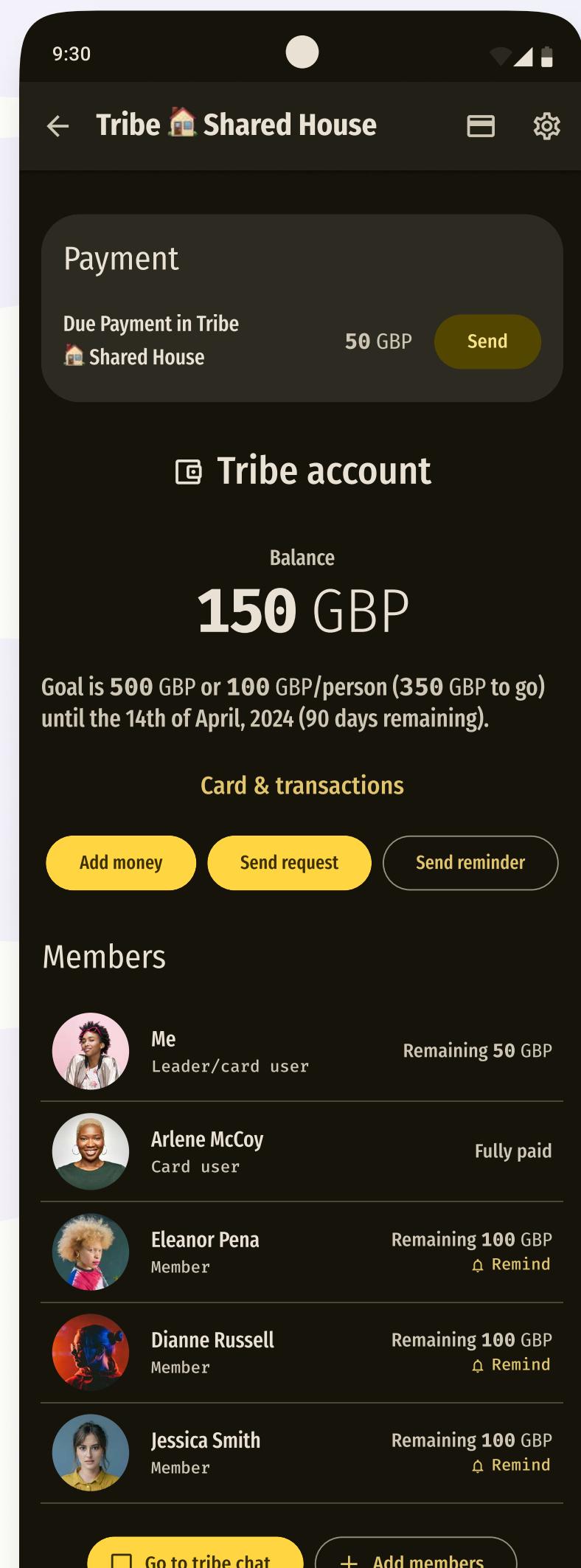
We redesigned the user interface with a humanist sans serif typeface, made dark mode the default with earth-like colors, and used AI-generated tribal cave painting images on the virtual cards.

Dark mode is becoming the norm based on recent studies. It also makes the brand stand apart from competitors.

Early prototype



Redesigned app

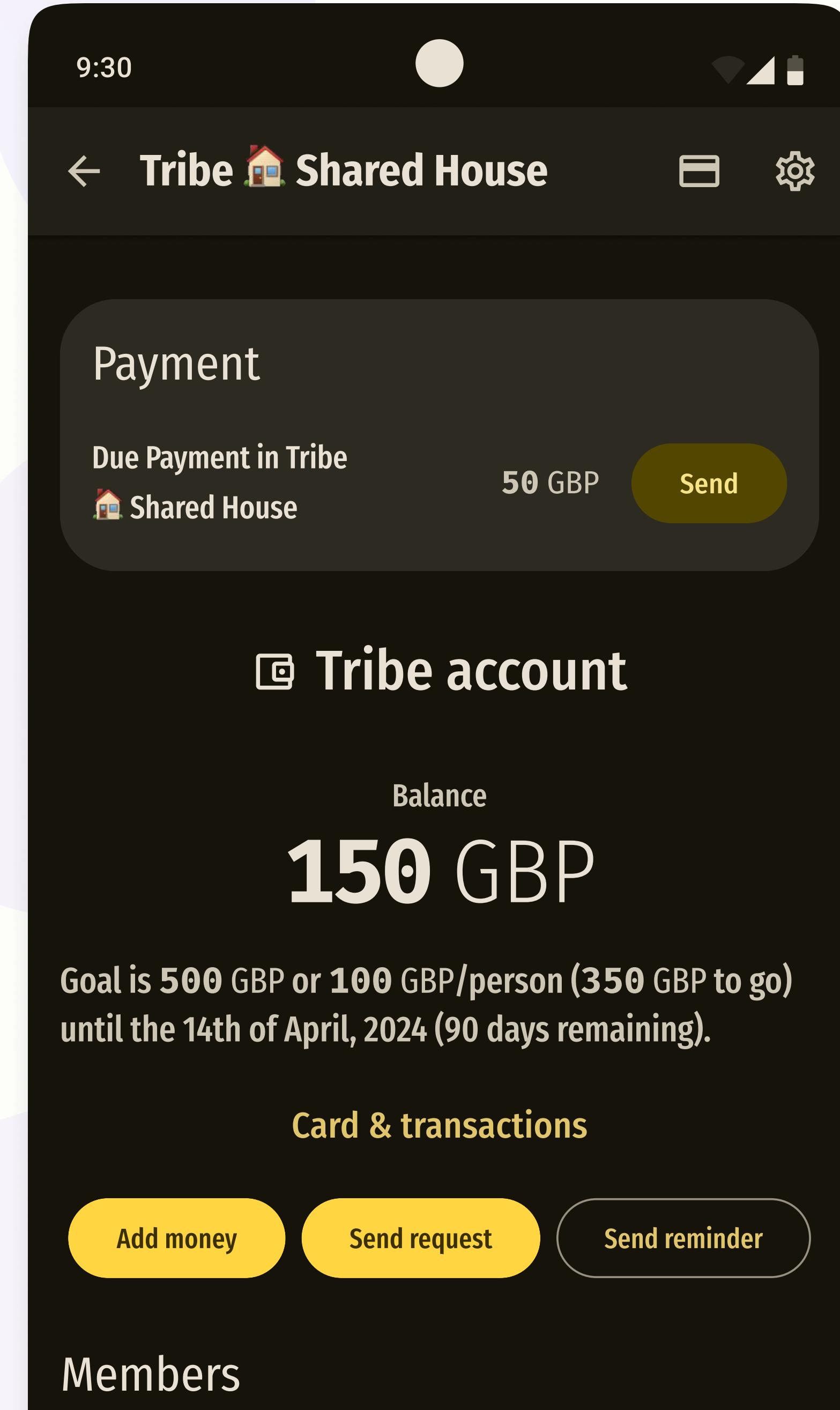


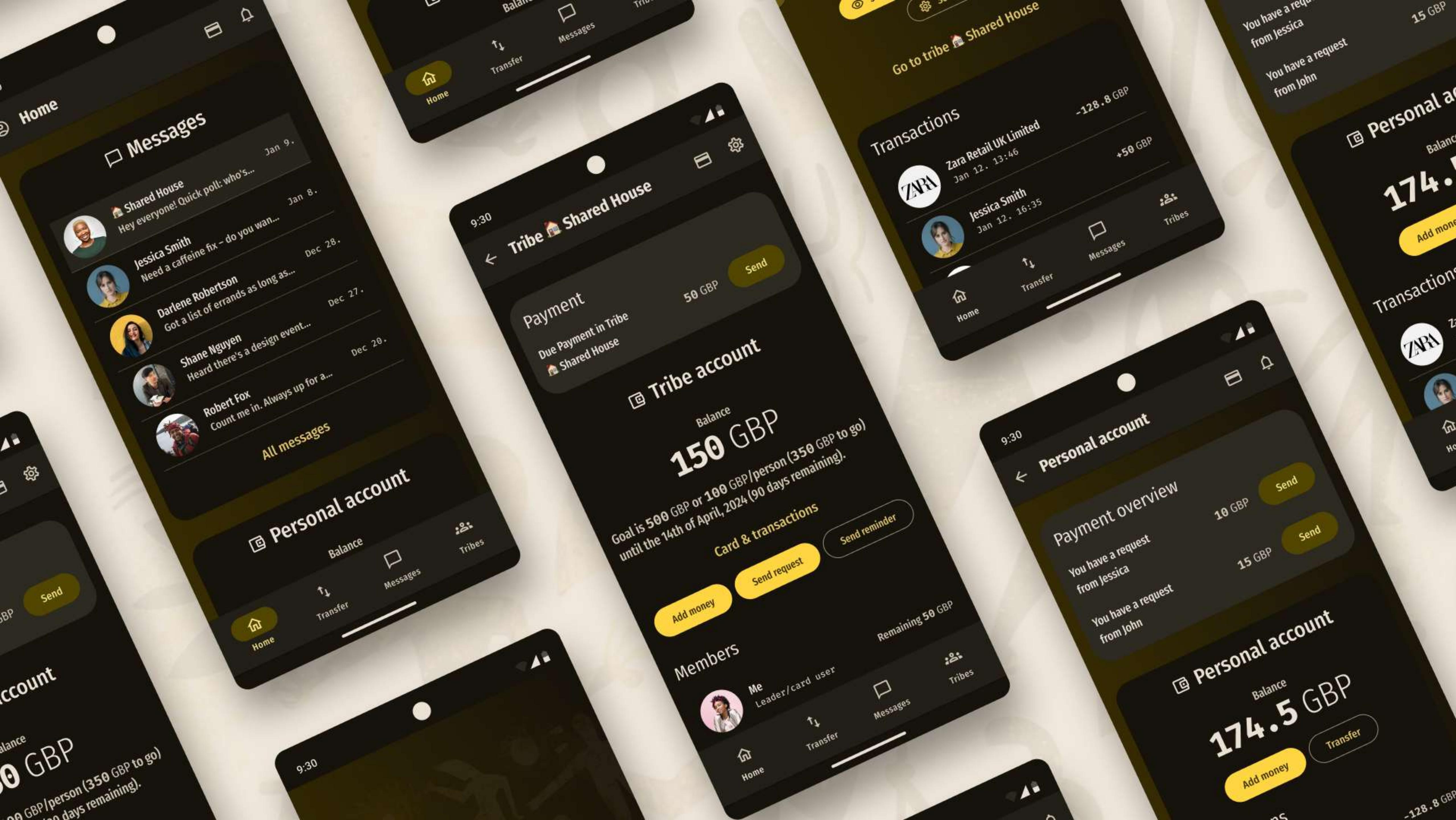
Our analysis of the initial prototype revealed inconsistent copywriting, which also confused users.

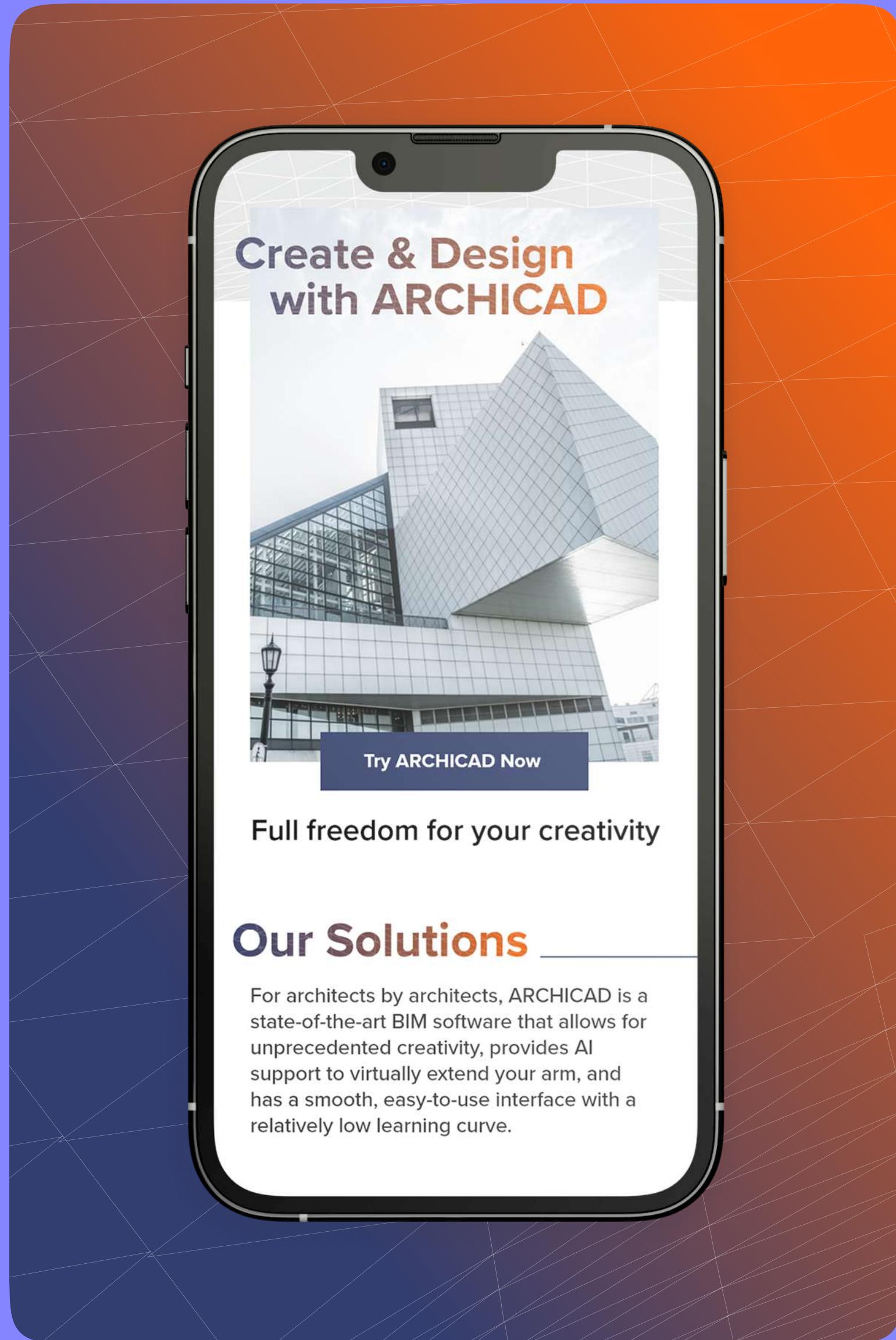
To solve this, we listed every feature around money and named these consistently on all pages (add, send, request, remind).

We used plain language and simple microcopies and described amounts and goals in multiple ways.

The outcome was a user and business-centric MVP with a unique brand identity within its market space, ready for development and going to market.







A new purpose for architectural innovation

Redesign of a global tech company's identity & website to communicate their brand purpose

Client

Graphisoft

Role

Brand & Web Designer

Team

2 Accounts
2 Art Directors
Creative Director
2 Developers
Marketing Assistant
Marketing Director
Technology Officer
Web Designer

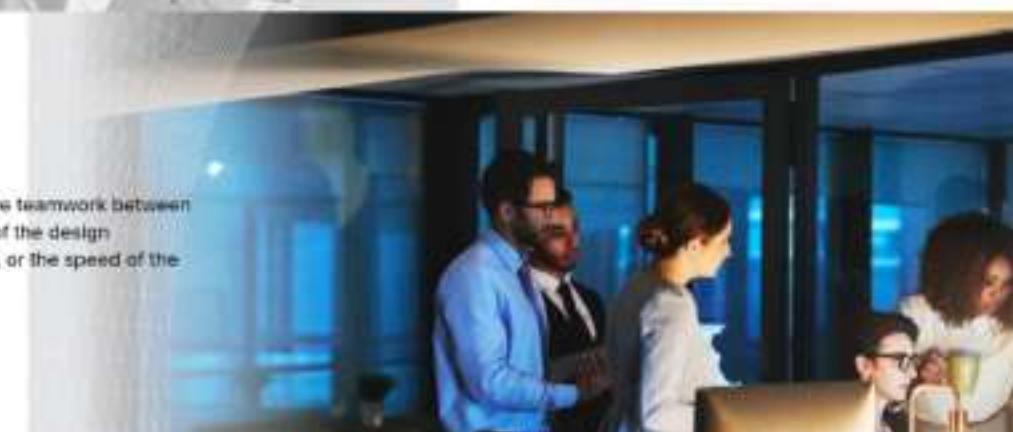
Visualize



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.

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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.

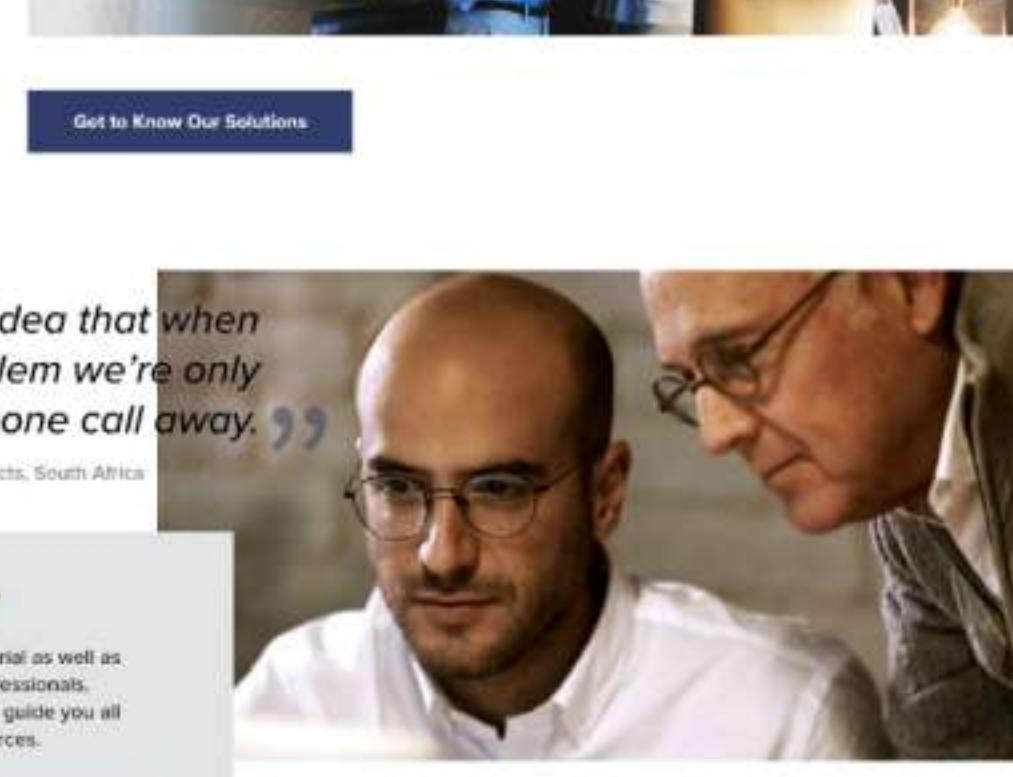
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“ We like the idea that when we have a problem we’re only a phone call away. ”

Victor Utria, Osmond Lange Architects, South Africa

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Getting Together



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10/22 2019 Berlin, Germany ARCHICAD Conference >

08/30 2019 Budapest, Hungary ARCHICAD Basecamp >

09/14 2019 Budapest, Hungary #graphiLEARN Master Classes >

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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.

Create

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

GRAPHISOFT

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Home > Case Studies > BIM in Japan: Nikken Sekkei

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

BIM in Japan: Nikken Sekkei



This case study presents an interview with Nikken Sekkei's Senior Executive Officer and Deputy Head of Architectural Design Department, Tomohiko Yamanashi and features the firm's two recent major projects; "On the water" and "Passenger Terminal Building No. 3 Narita International Airport".

Tags: ARCHICAD Awards Case Studies BIM ICT Shopping

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NIKKEN
EXPERIENCE. INTEGRATED

Established: July 1950
Representative: President Tadao Kamel
Capital: ¥460m / €3.8m
Head Office: Chiyoda-ku, Tokyo

Nikken Sekkei, a Japanese architectural design firm, is not only Japan's leading construction firm, but also a consistent pioneer in the use and dissemination of BIM. Tomohiko Yamanashi, Nikken Sekkei's Senior Executive Officer and Deputy Head of Architectural Design Department, and his teams "3D Center" and "DDL" (Digital Design Lab), play the main role in the popularization of BIM. Here, along with Yamanashi's interview about how he and his teams tackle the evolution of BIM, we report on two BIM projects by Nikken Sekkei, which have become a recurring topic in recent years.

Interview with Tomohiko 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



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

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



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Case Studies Events
Latest Careers

SOLUTIONS INFORMATION
Products Sitemap
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Services Terms of Use
License Agreements

RESOURCES & SUPPORT
Switching to ARCHICAD
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Tech Specs

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

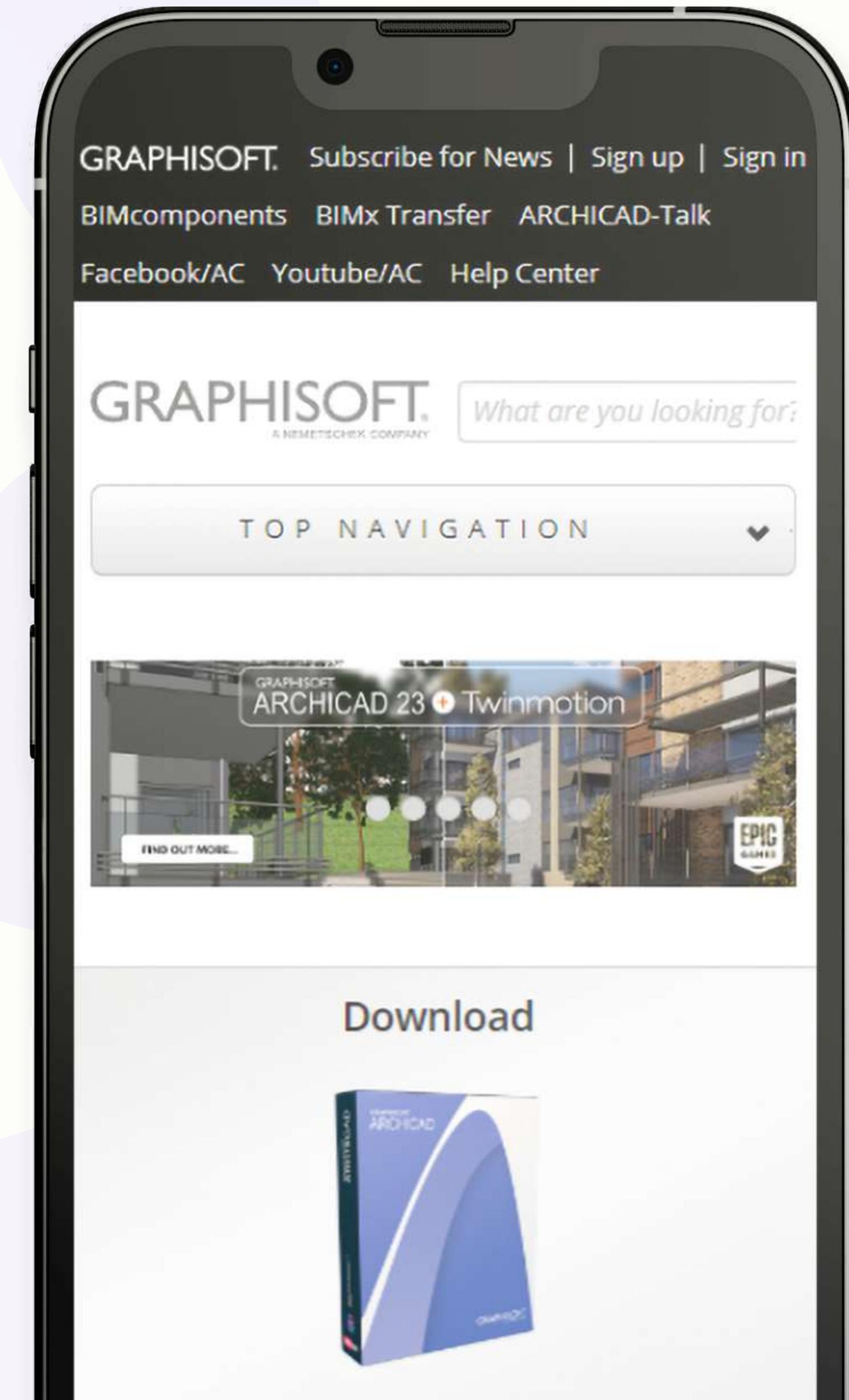
Even great companies can lose their purpose with extensive growth.

Graphisoft had one of the best design software for architects, but their brand got outdated, inconsistent, and lacked a clear purpose or central message.

Our goal was to align the brand identity and experience with the company's innovative ethos and to strengthen its market presence.

My role was to redesign the brand and website visuals based on a new brand idea and to create the foundation of the design system.

Website before the redesign



The project started with a two-day workshop with representatives from all over the world.

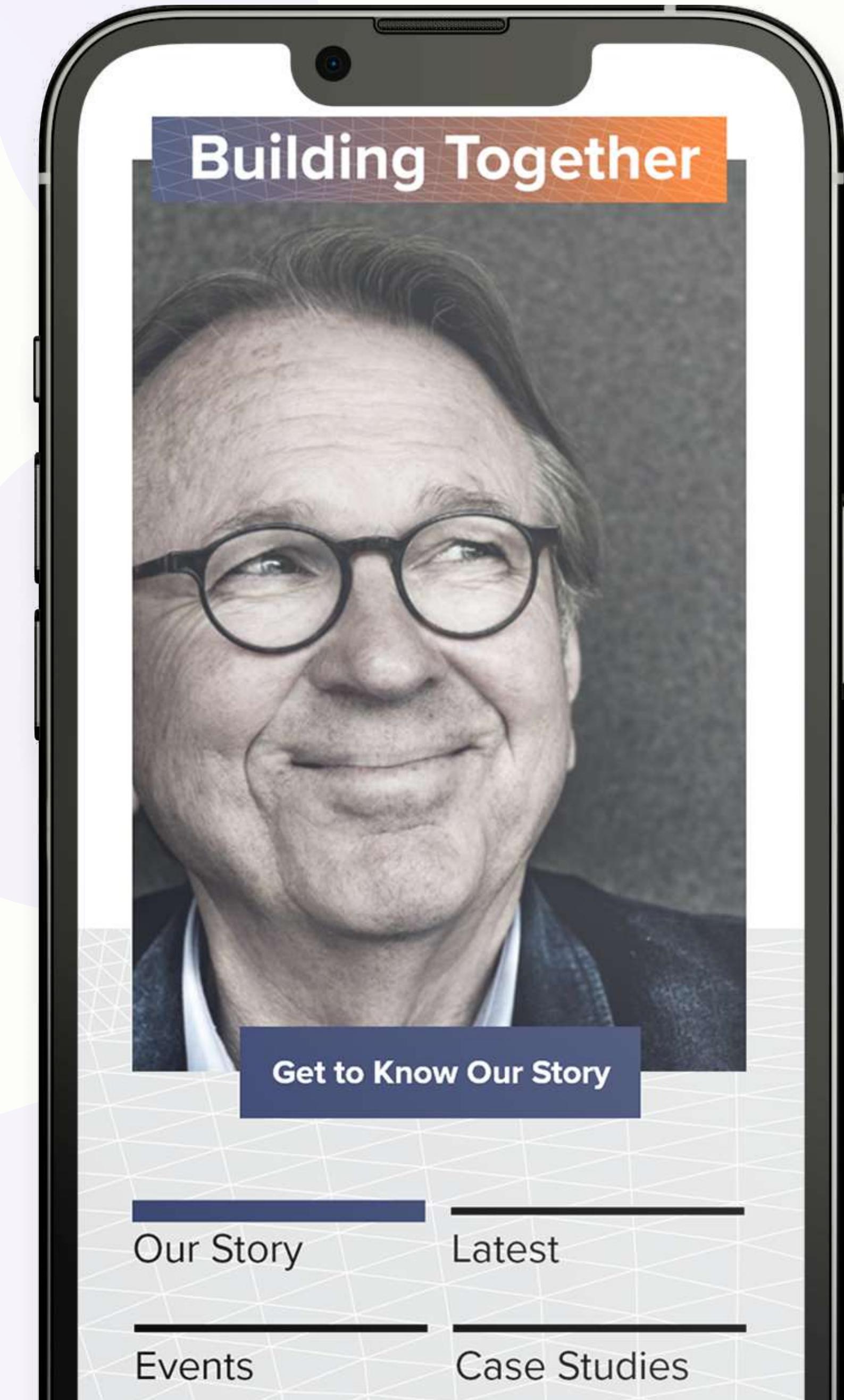
After many attempts at redesigning the information architecture and site navigation, we stumbled upon the brand's common goal.

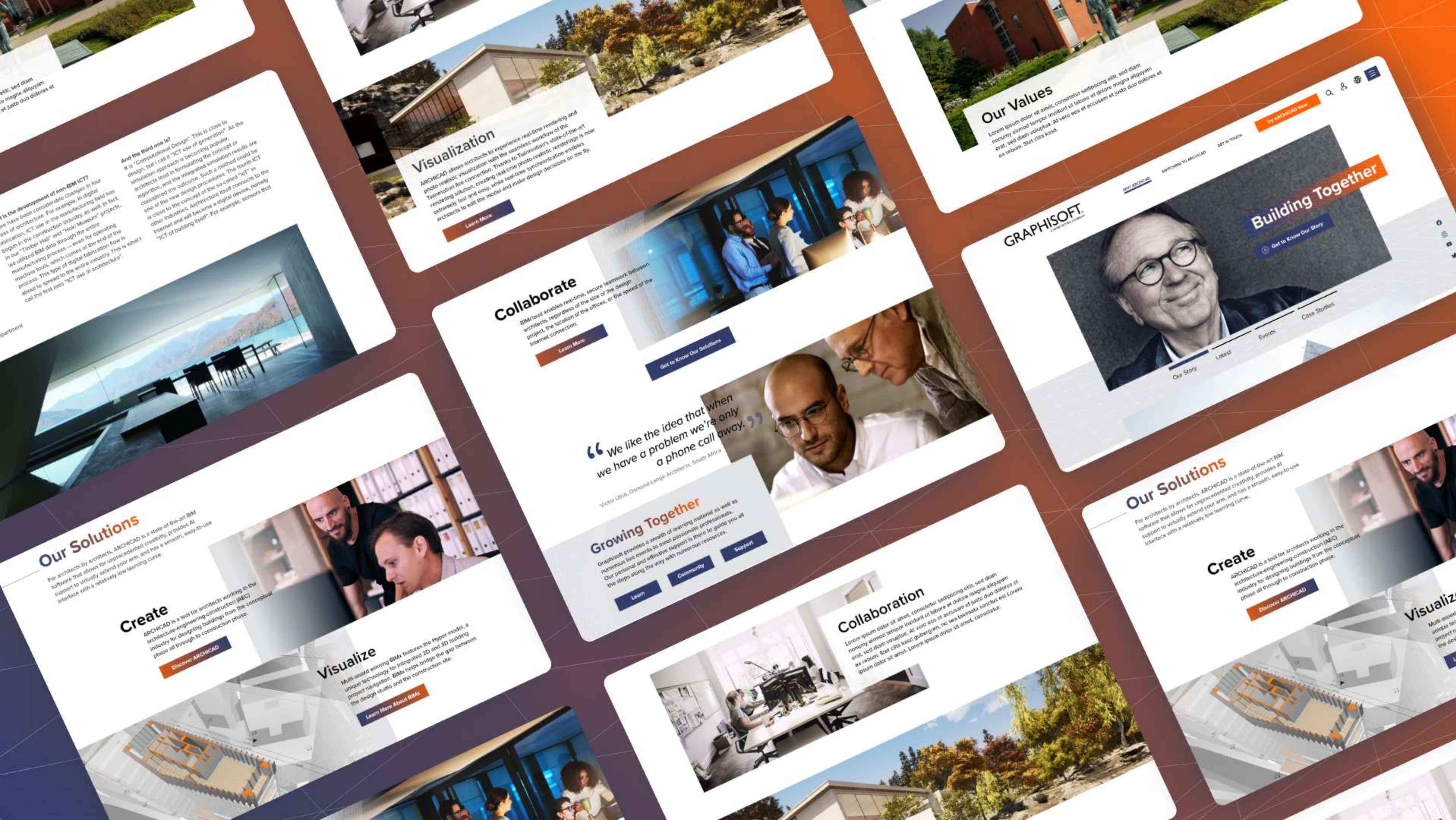
It was a magical moment when the group realized they were all for people & building communities.

The brand's clear purpose became connecting with people, giving quality tech support, and building better physical spaces with innovative technology.

The new slogan was straightforward:
building together.

The new website





With the newfound brand purpose, we had an easy job with the website visuals and information architecture.

We showed many people, communities, and faces throughout the entire website.

We also put events, learning materials, support, and community forums at the top of the content hierarchy.

The brand visuals resembled a minimalist style with lots of whitespace and a geometric sans serif typeface to remind people of the brand's close connection and rich history with Apple.

After this, I worked with the developers to lay the foundations of the brand's global design system, accounting for the common design inconsistencies.

“ 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

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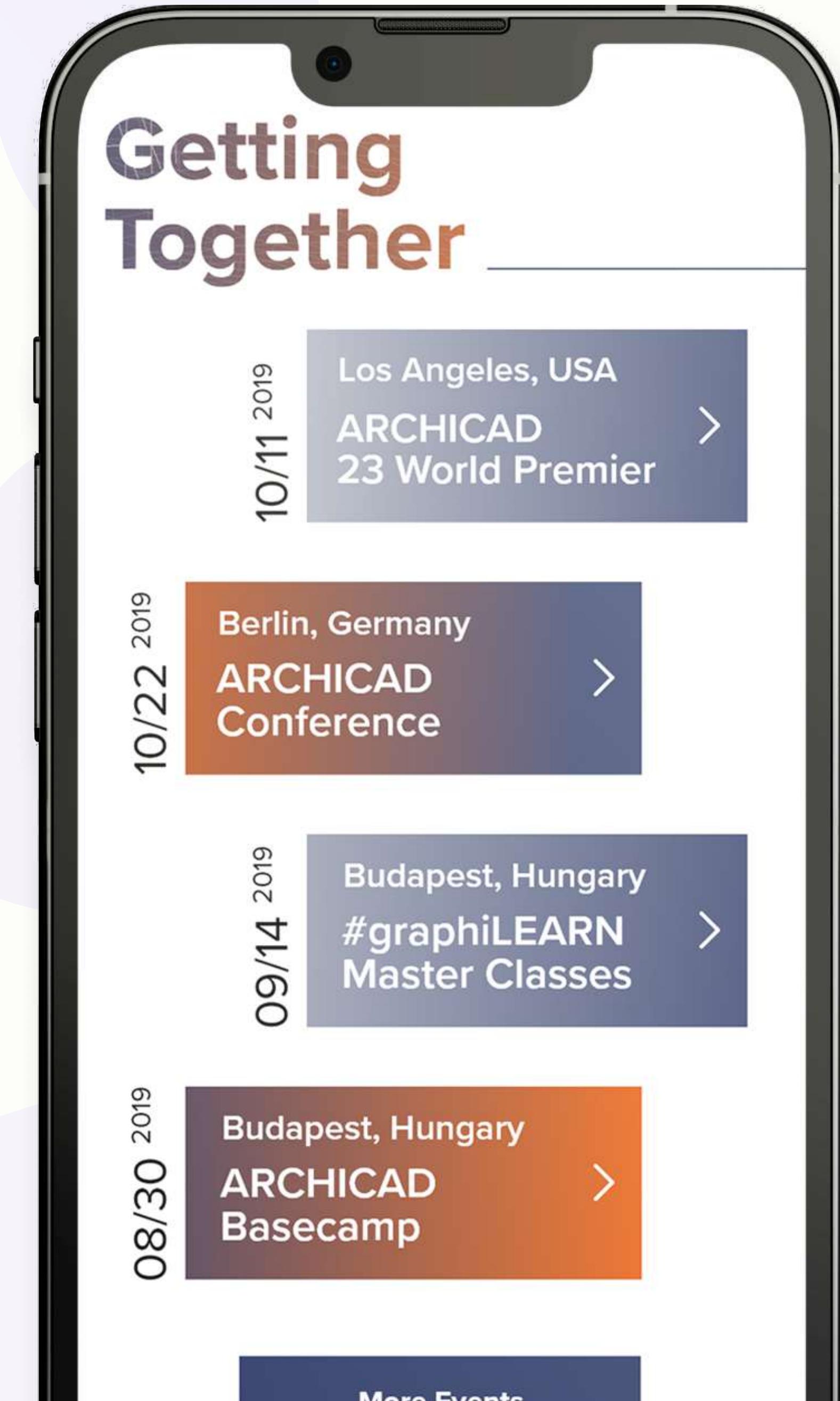
Community

The team successfully elevated a global tech company's brand identity and website and repositioned it as a unique player in its market space.

The redesigned website got more sales leads, users, and students and streamlined site maintenance and design work in different markets thanks to the unified brand visual and design system.

Graphisoft still uses many elements of our redesign after five years, and the global website's content hierarchy still shows the same foundation.

The project taught me how to design for complex, diverse, and technical user and business needs and a lot about managing multiple stakeholder needs.



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How to design conversations using generative AI?

White label e-commerce chatbot built with
generative AI to engage customers & drive sales

Client

Prefixbox

Role

User Experience Designer
Conversation Designer

Team

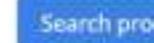
2 Conversation Designers
Technical Product Owner
3 Developers
Marketing Officer

 You've been invited to have a conversation with Prefixbox Chat Commerce

Want to create your own? Get Started.

Hi! 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?



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



Here are the main categories.



Showing you the subcategories of Household, interior design.

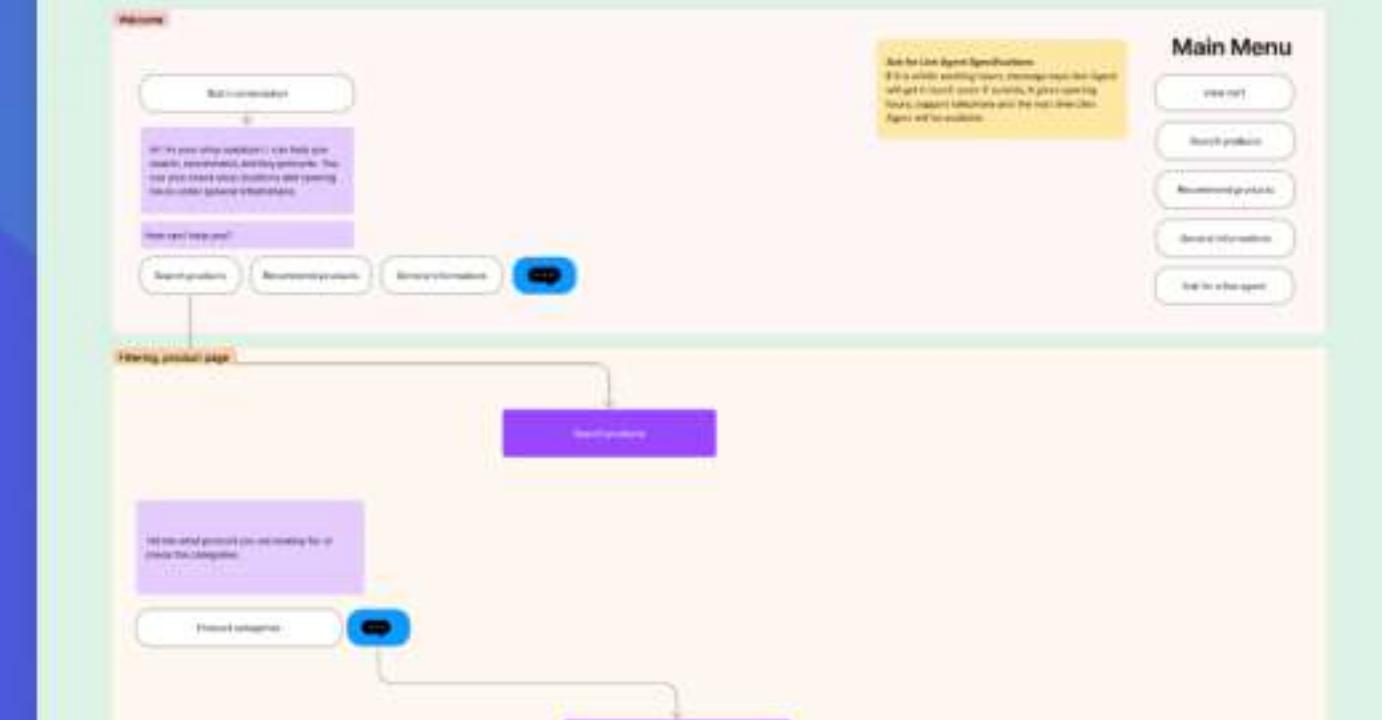
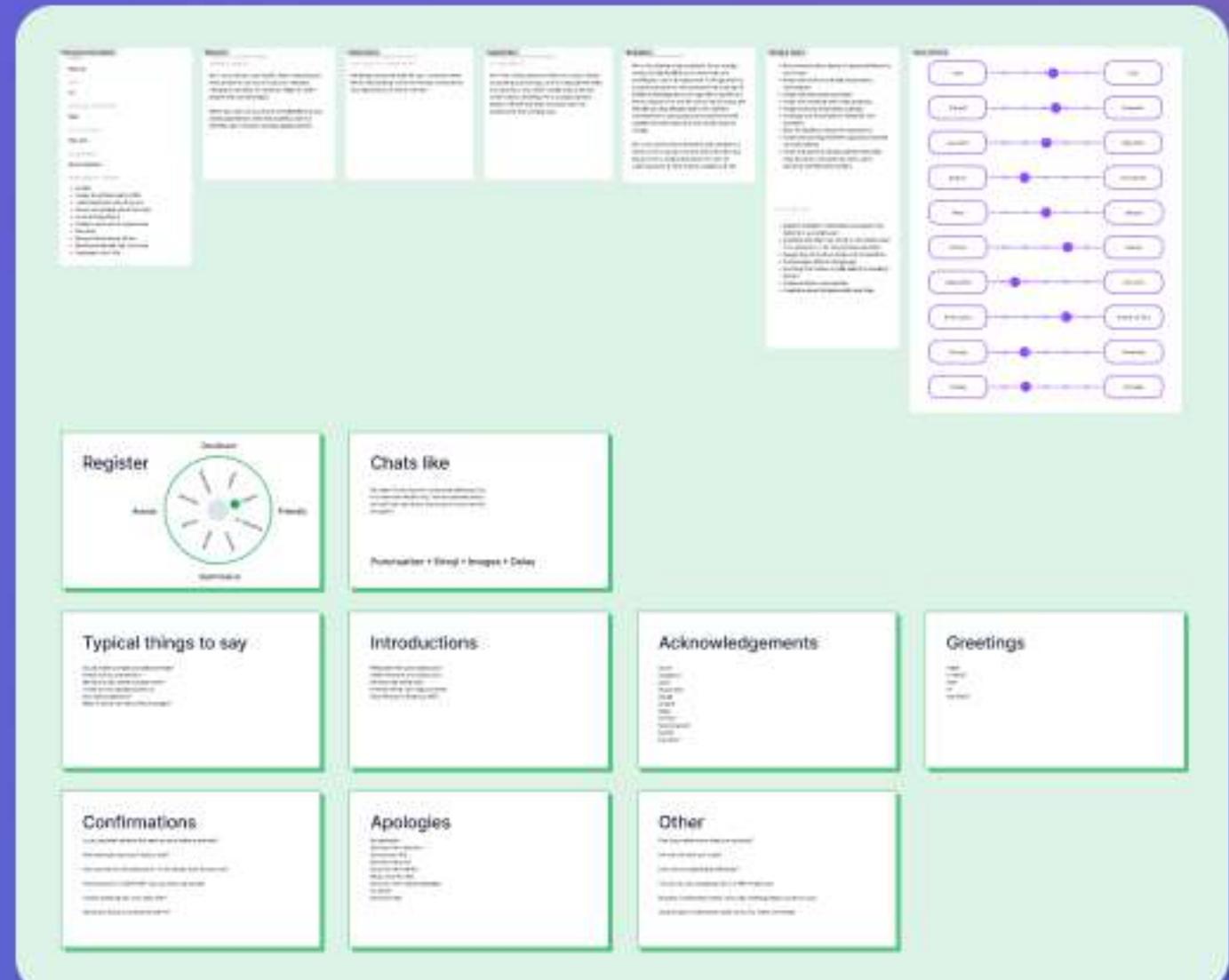


Type a message... 

Conversation by Voiceflow

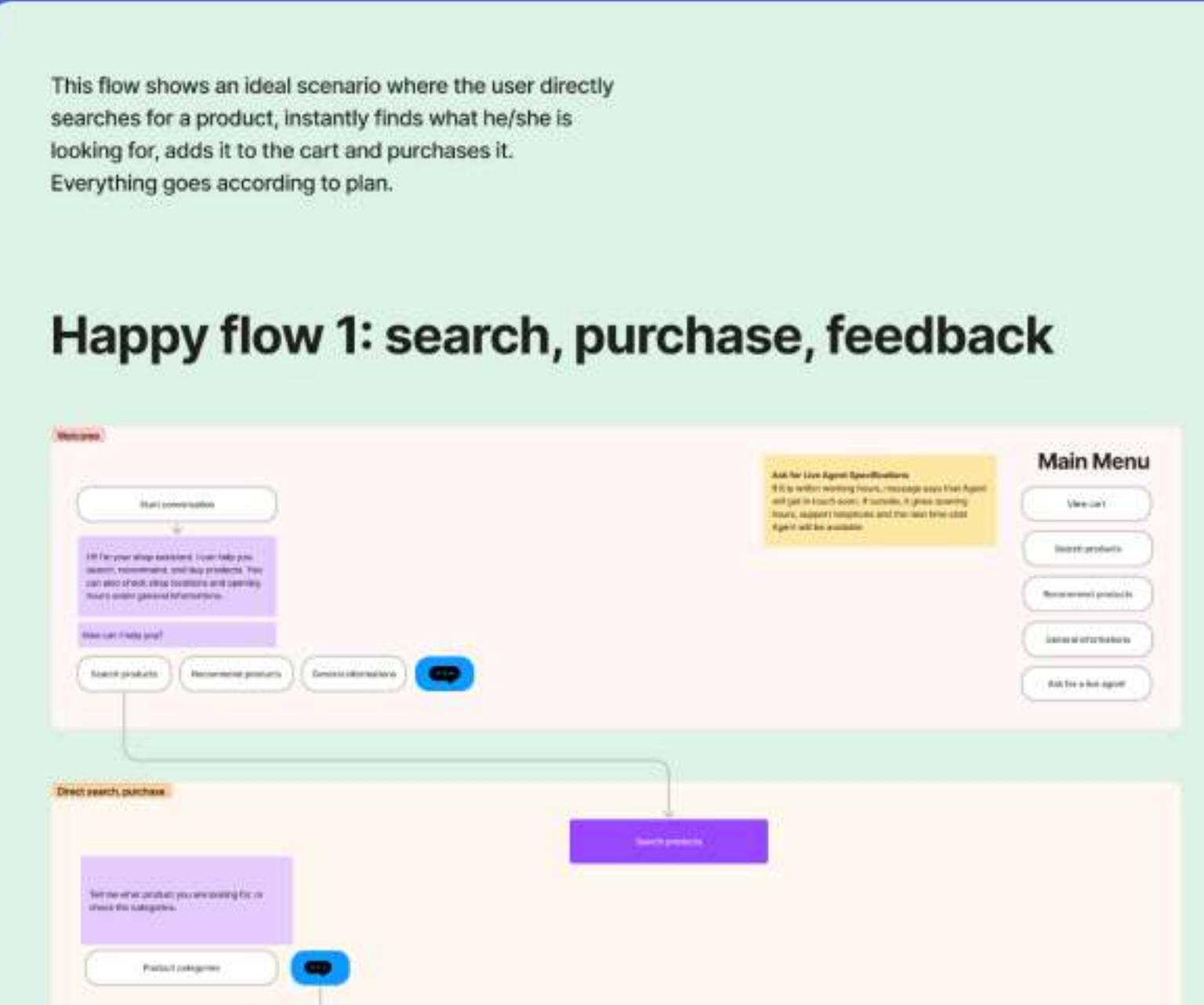
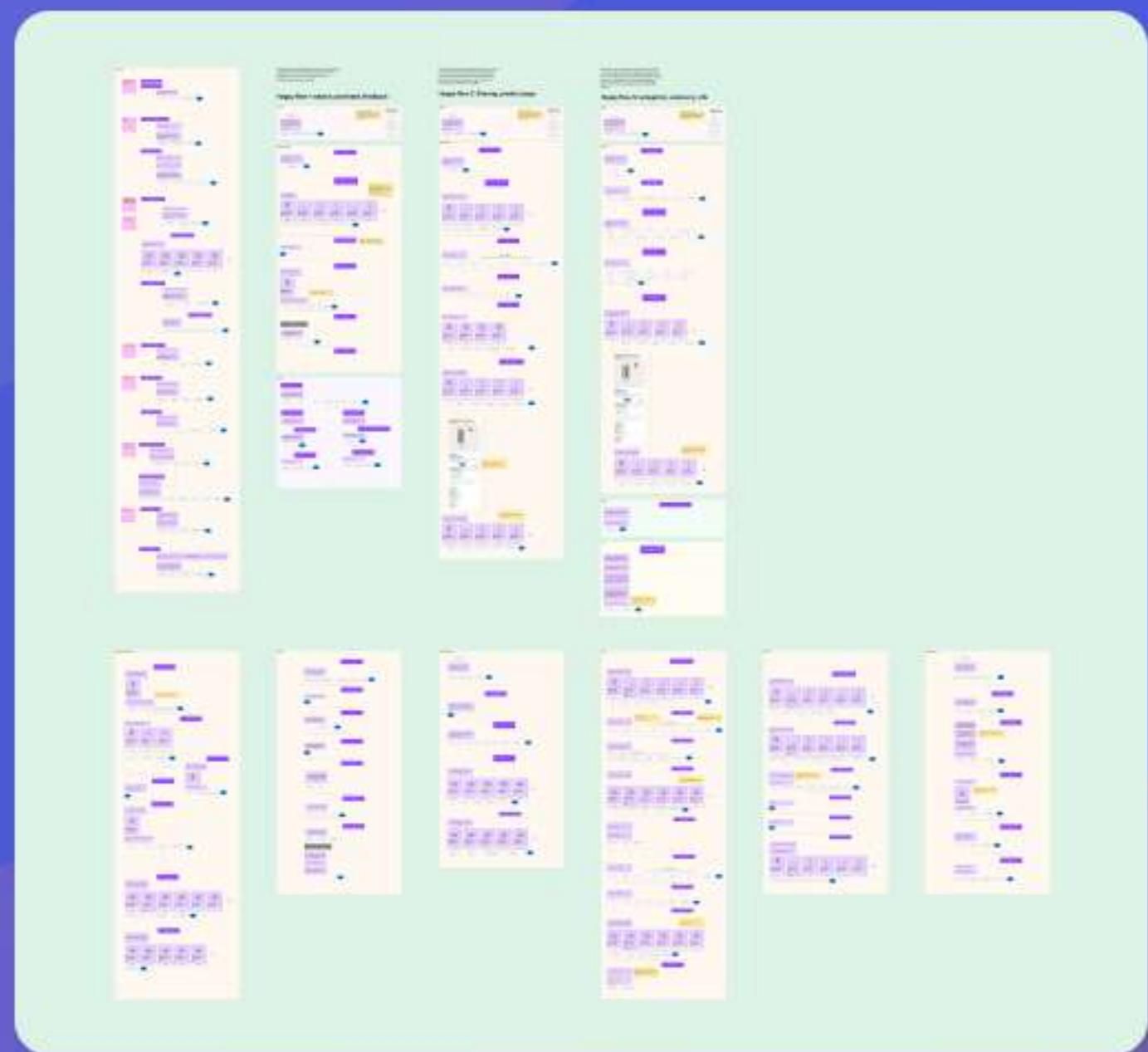
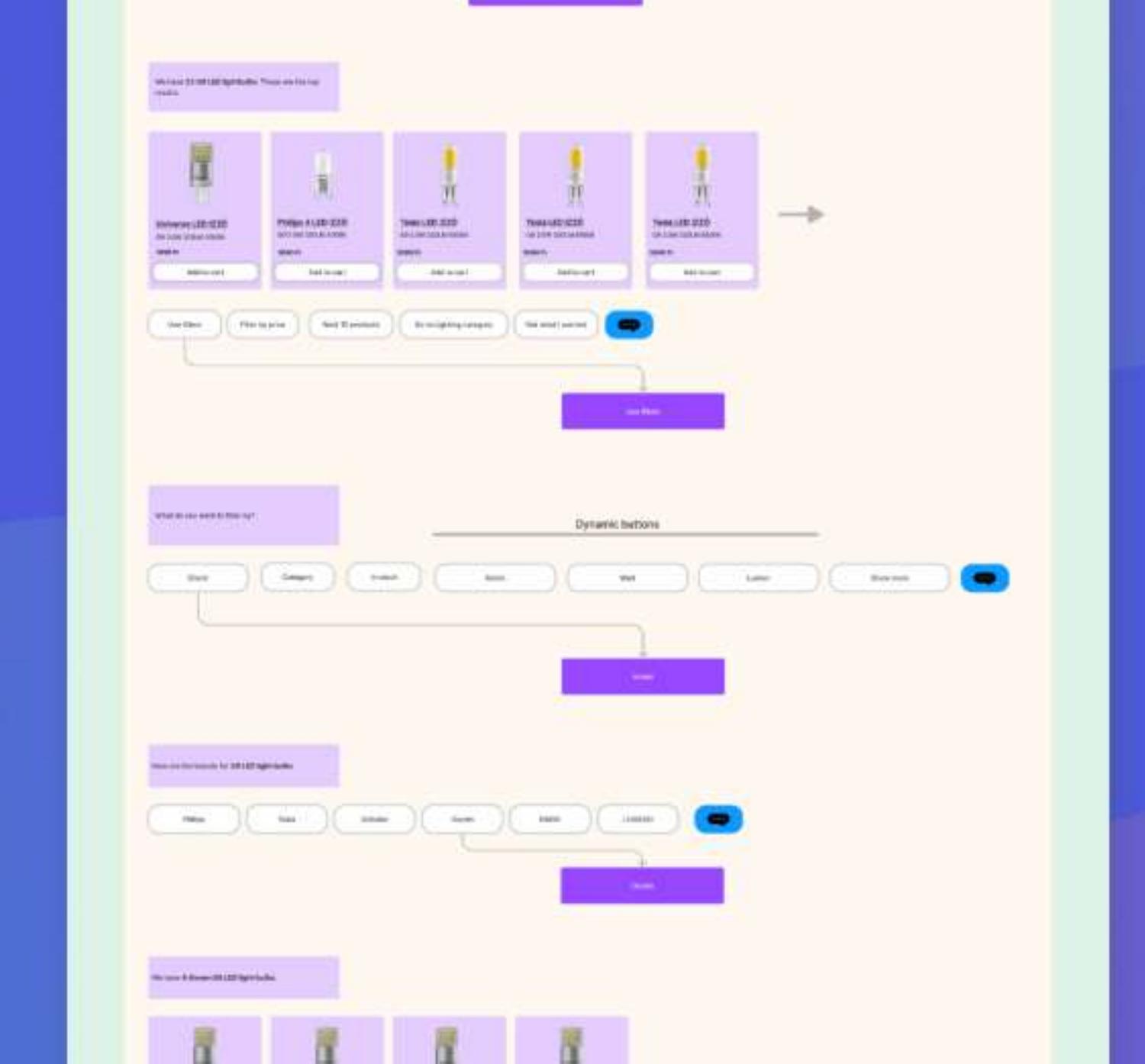
Happy flow 2: filtering, product page

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 an other category. He/she checks the product page to find more information.

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

Prefixbox aimed to be among the first to develop an e-commerce chatbot using generative AI.

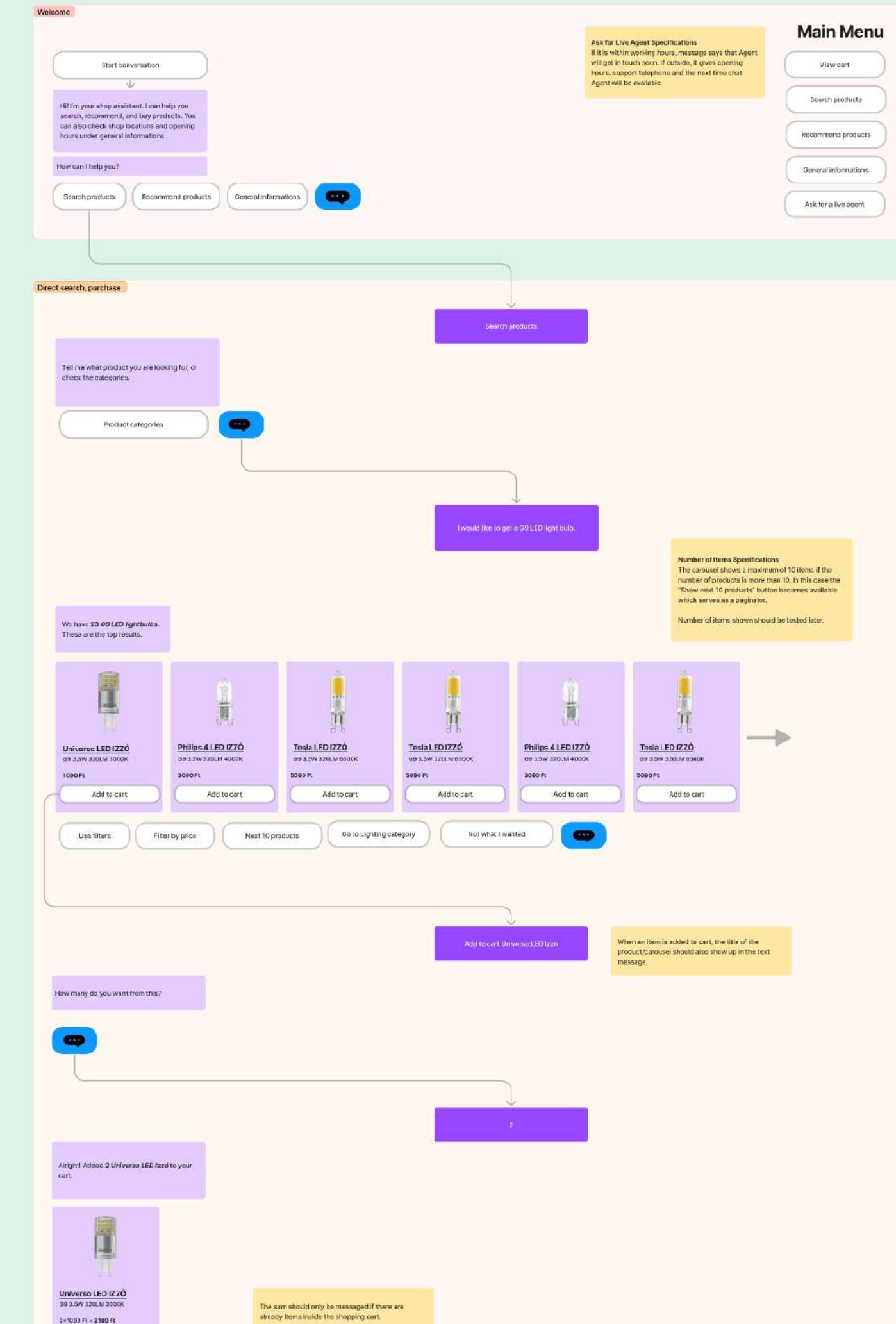
How do you design a product when you don't have previous examples, competition is scarce, and you have no idea how AI could benefit users and business needs?

These were just some of the design challenges.

I conducted a competitor analysis, held discovery workshops, and designed the conversation flows, the error-handling scenarios, the early prototype, and the bot persona in a highly uncertain, agile startup environment.

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

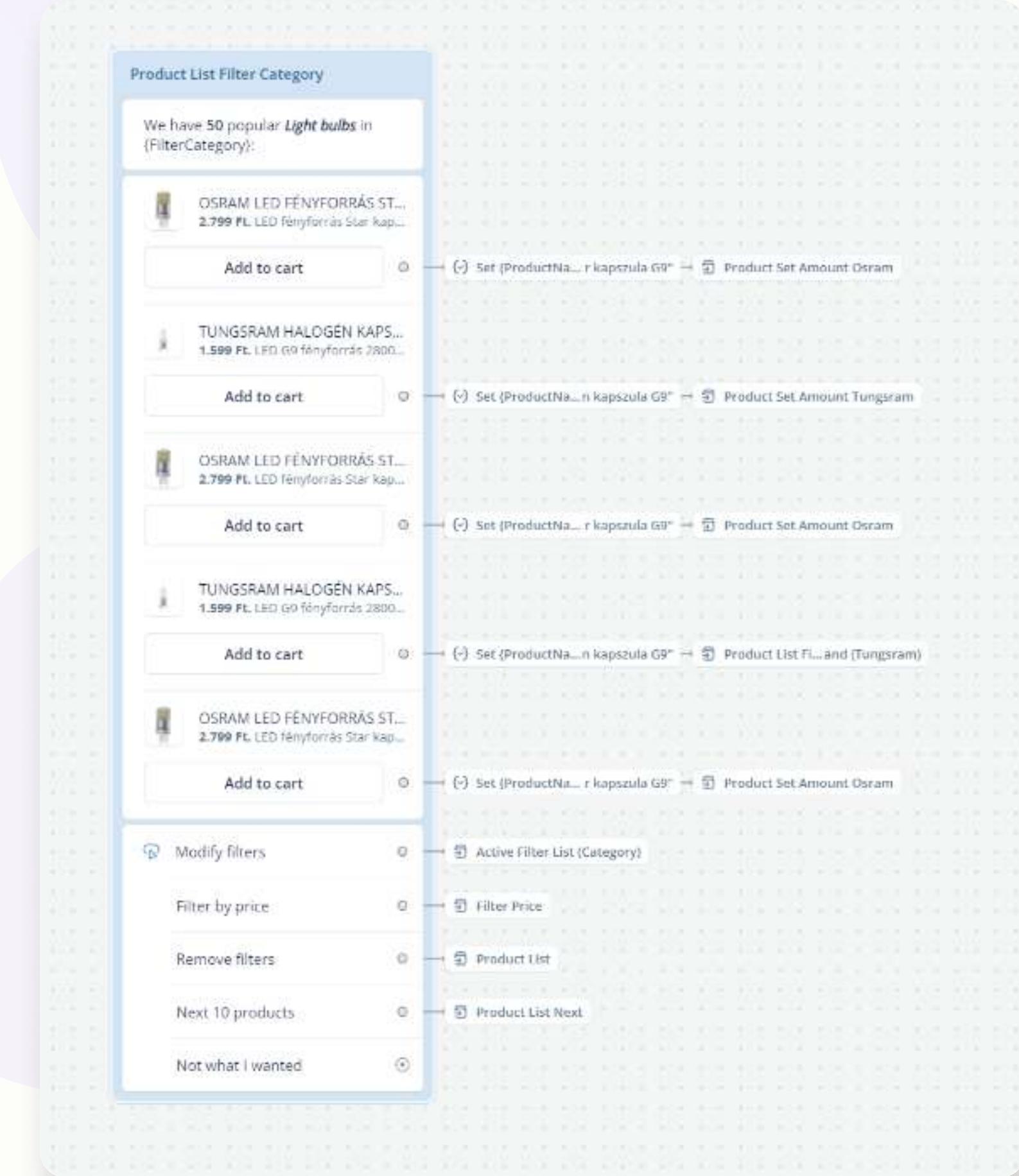


What were the challenges of building a product with generative AI?

Early tests, competitor analysis, and prototypes showed that an LLM could not handle an entire user journey. It was unable to lead users to the desired business outcomes.

Users needed a mental model of what they could achieve and wanted directions throughout the conversation.

The solution was to use a mix of conversational and generative AI for the minimum viable product to make the technical change more incremental and to address navigation issues.



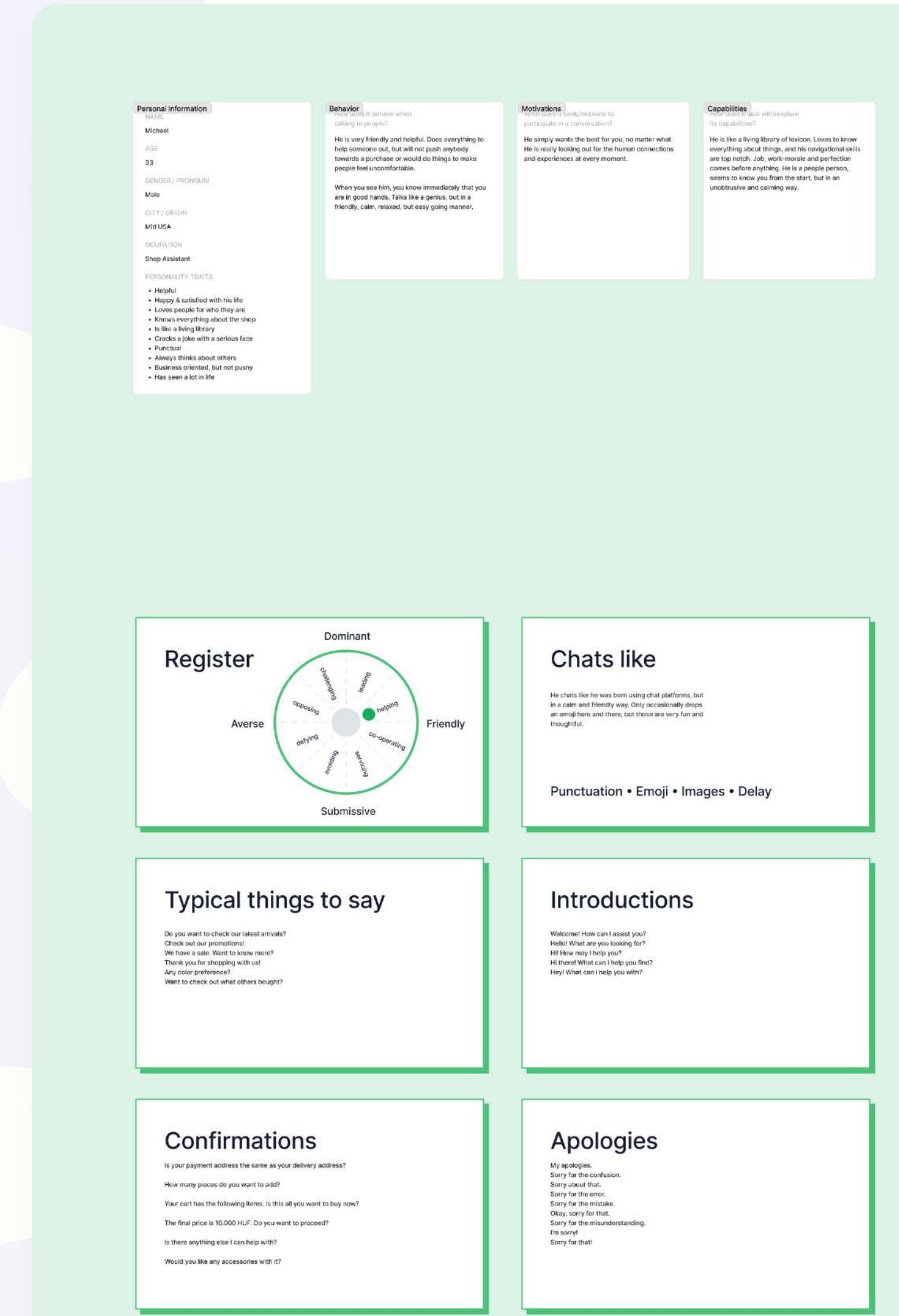
What kind of personality should we design for a white label product?

The bot needed a generic personality that people could still relate to, and businesses could later modify to their needs.

We designed a friendly, empathetic personality for the system prompts to future-proof the product and to address potential exploits.

The client is currently pitching the product to businesses.

At the end of the project, developers gained extensive knowledge of conversation design. I learned the pros and cons of using LLMS in an agile environment and used my UX skills in a new field.



Raising awareness of water pollution

Sustainable website to raise money for saving local wildlife

Client

Night of the Artefacts
WWF Hungary

Role

Web Designer
UX Copywriter
Technical Project Manager

Team

2 Art Directors
Copywriter
Creative Director
Developer
Technology Officer
PR Director
Web Designer



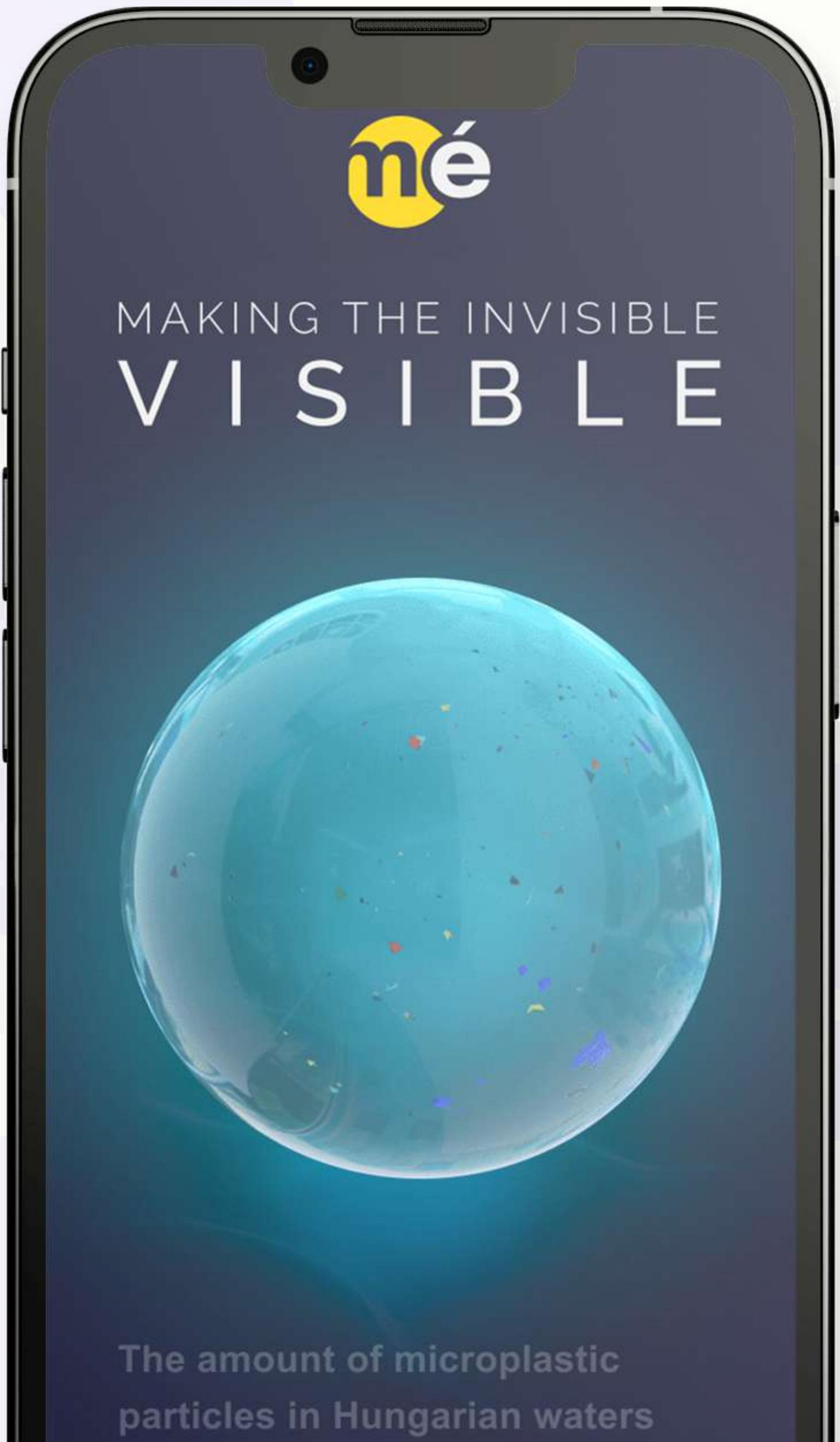


Making the Invisible Visible was an environmental ad campaign about water pollution.

How do you show the horrors of this global issue in the most beautiful way?

We commissioned a jewelry series that enlarged microplastic pieces from water samples and put these up for auction on a website to raise awareness.

My role was to design the landing page, guide key visual development with sustainable web design best practices, help with website copywriting, and lead the development process.



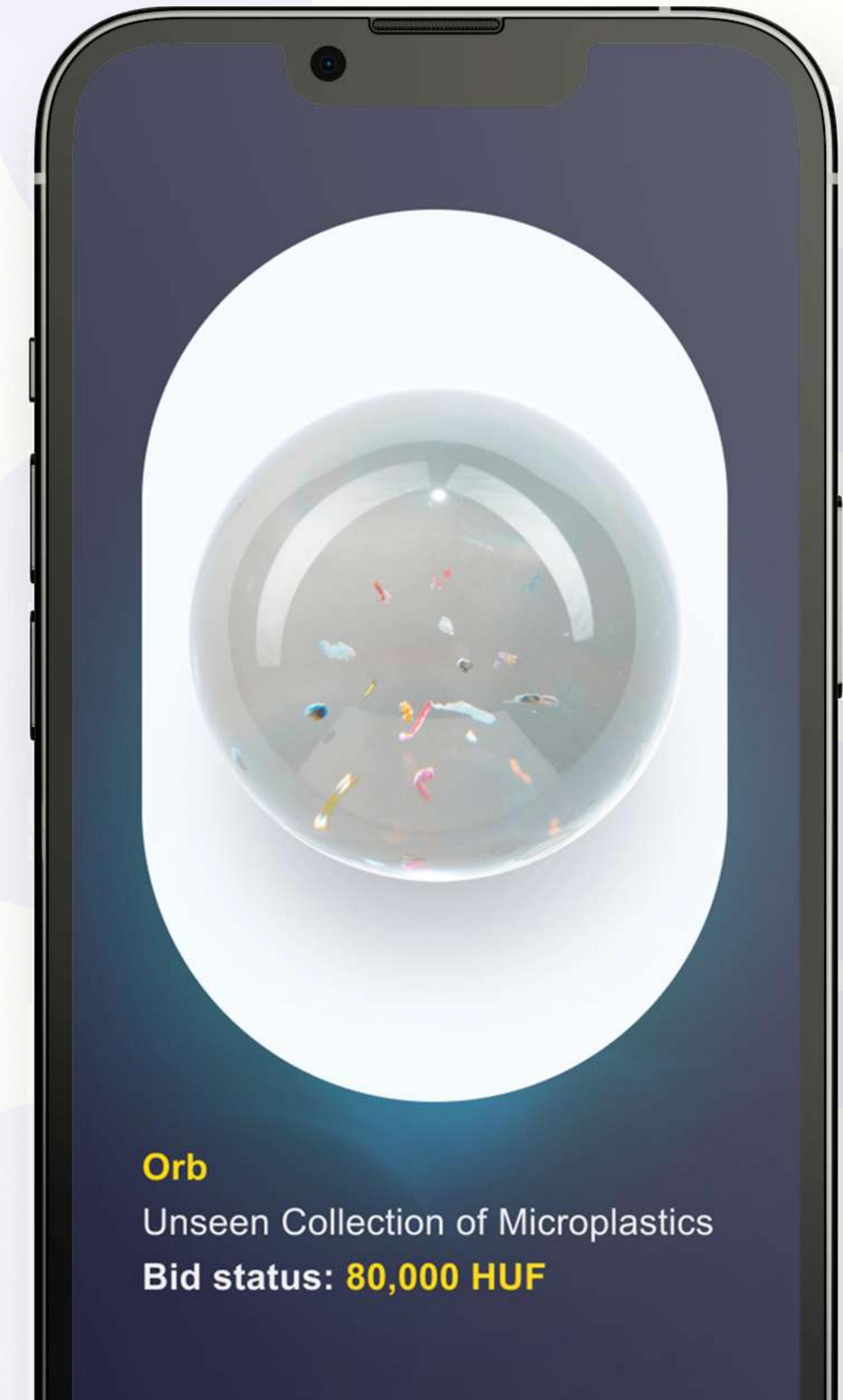
While we designed the campaign visuals,
we had an idea:

why don't we design a sustainable
website for our environmental campaign?

It made perfect sense. We quickly modified campaign
visuals (to use energy-efficient colors), used system
fonts, and optimized all the assets.

We took extra care to write the copy in plain language
for such a complex topic.

The campaign won two national and an international
creative award, reached 2 million people, sold all
the jewelry, and transferred the money raised to help
local wildlife.



Gergő Zámbó

Product & Web Designer

Thank you for your time and attention!

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