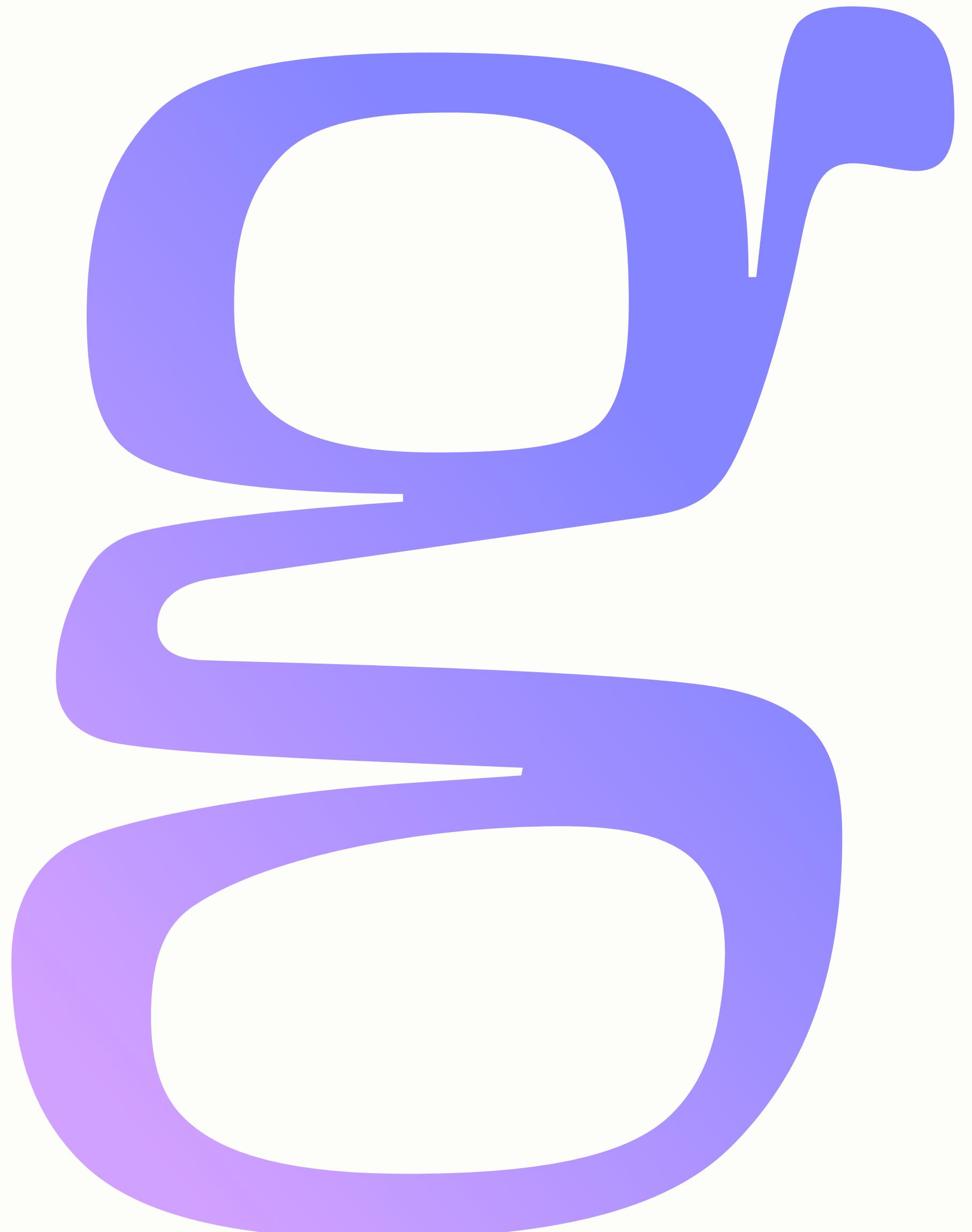


# Gergő Zámbó

*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

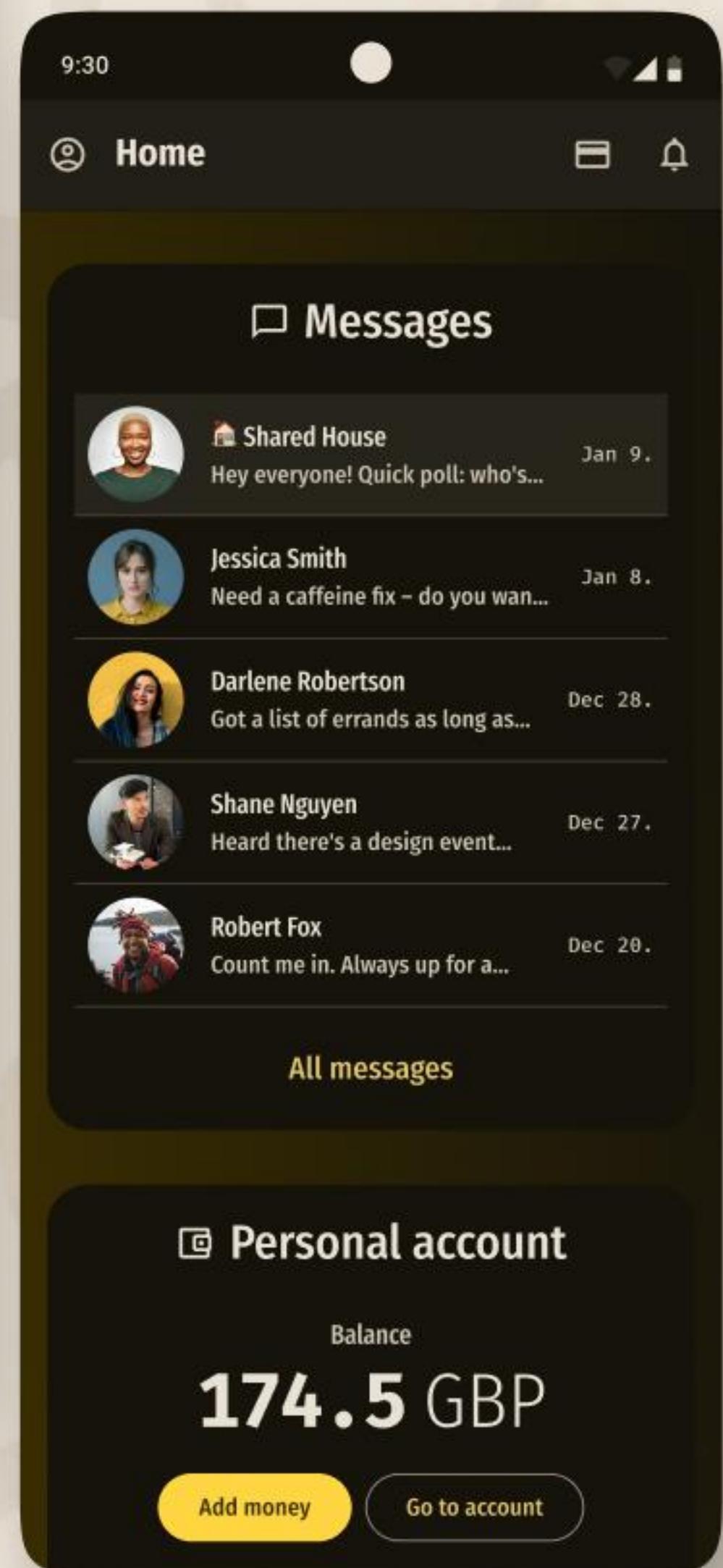
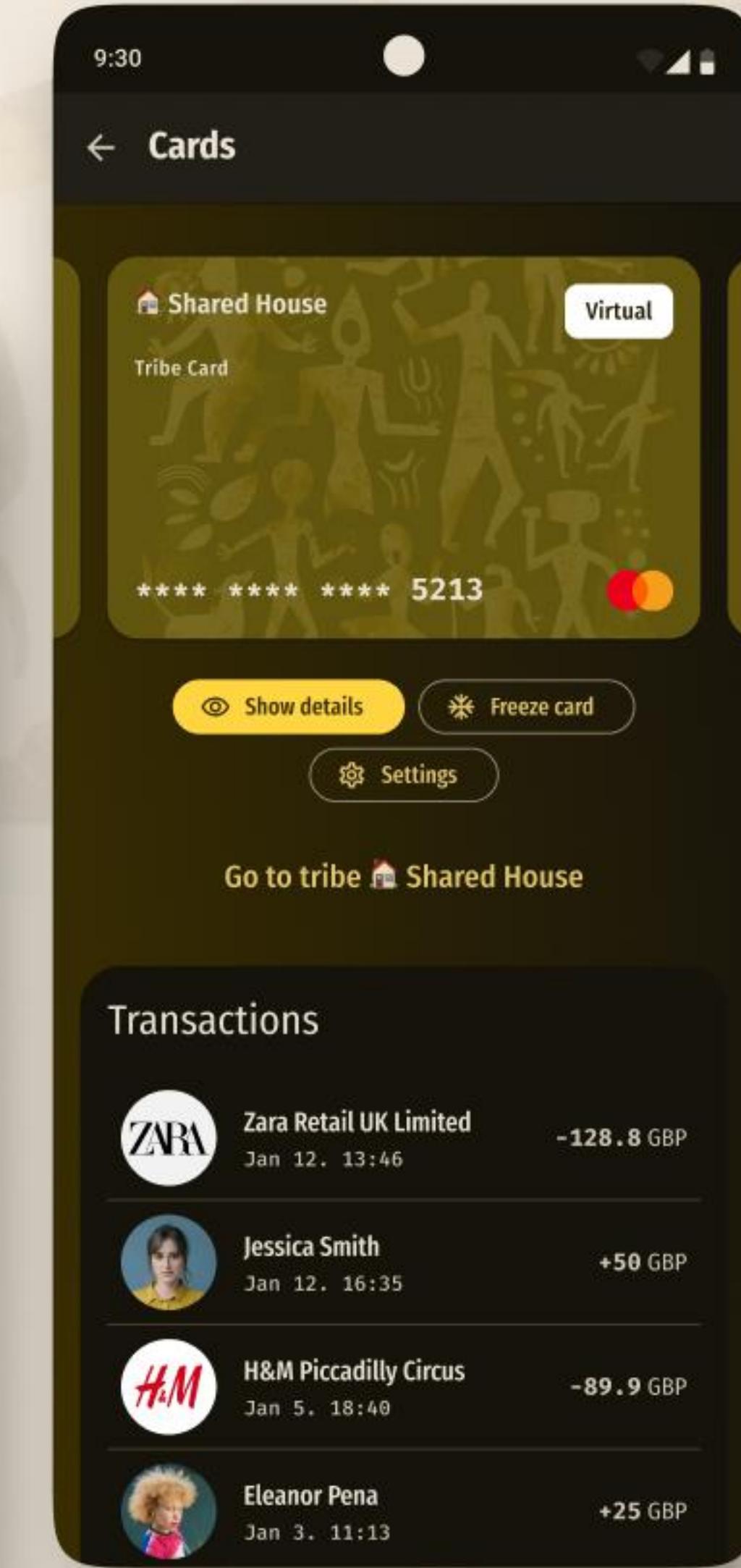
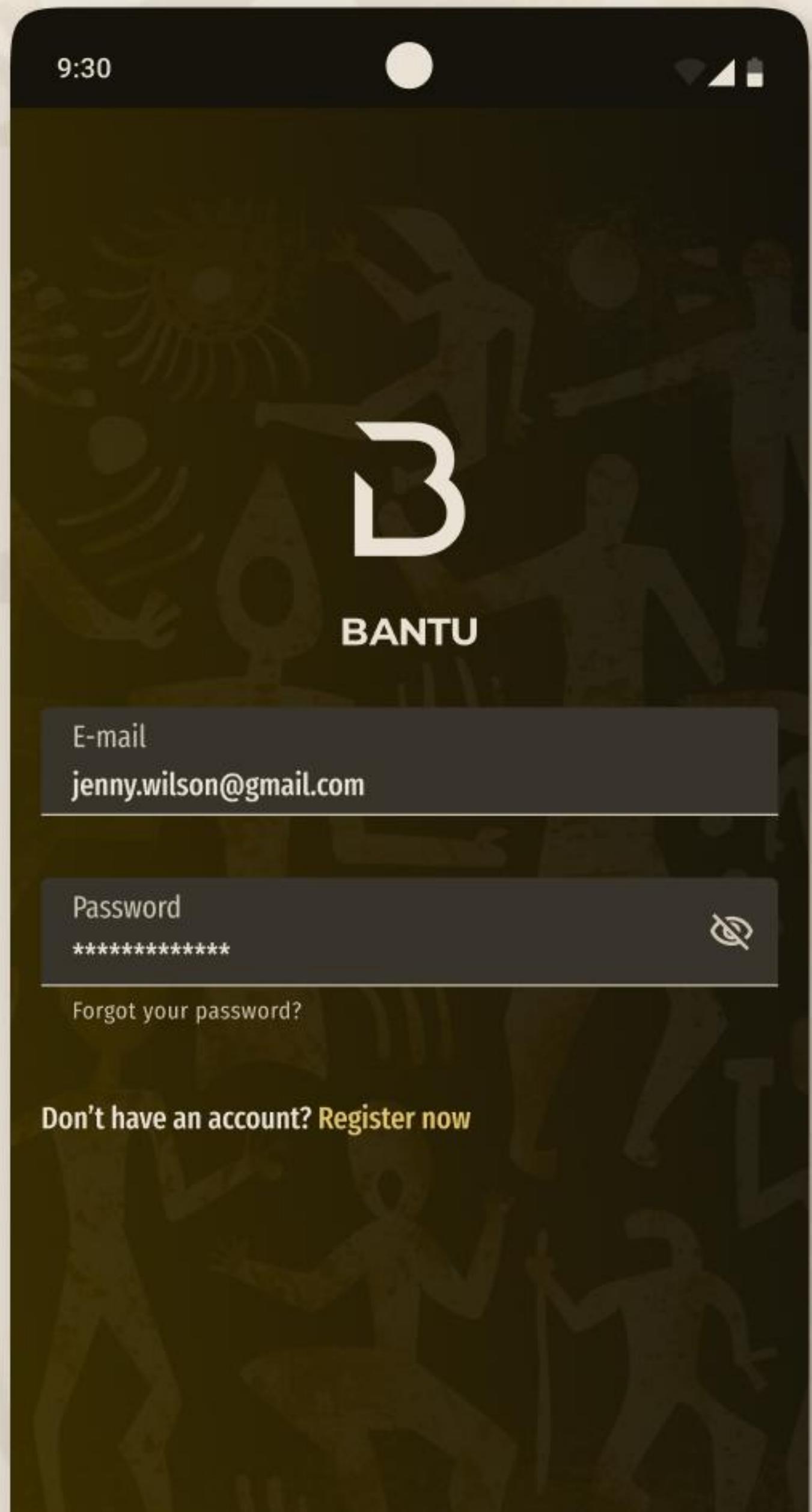
Bantu

## Role

Product Designer  
Project Manager

## Team

Founder, CEO  
Junior UX Designer  
Product Designer

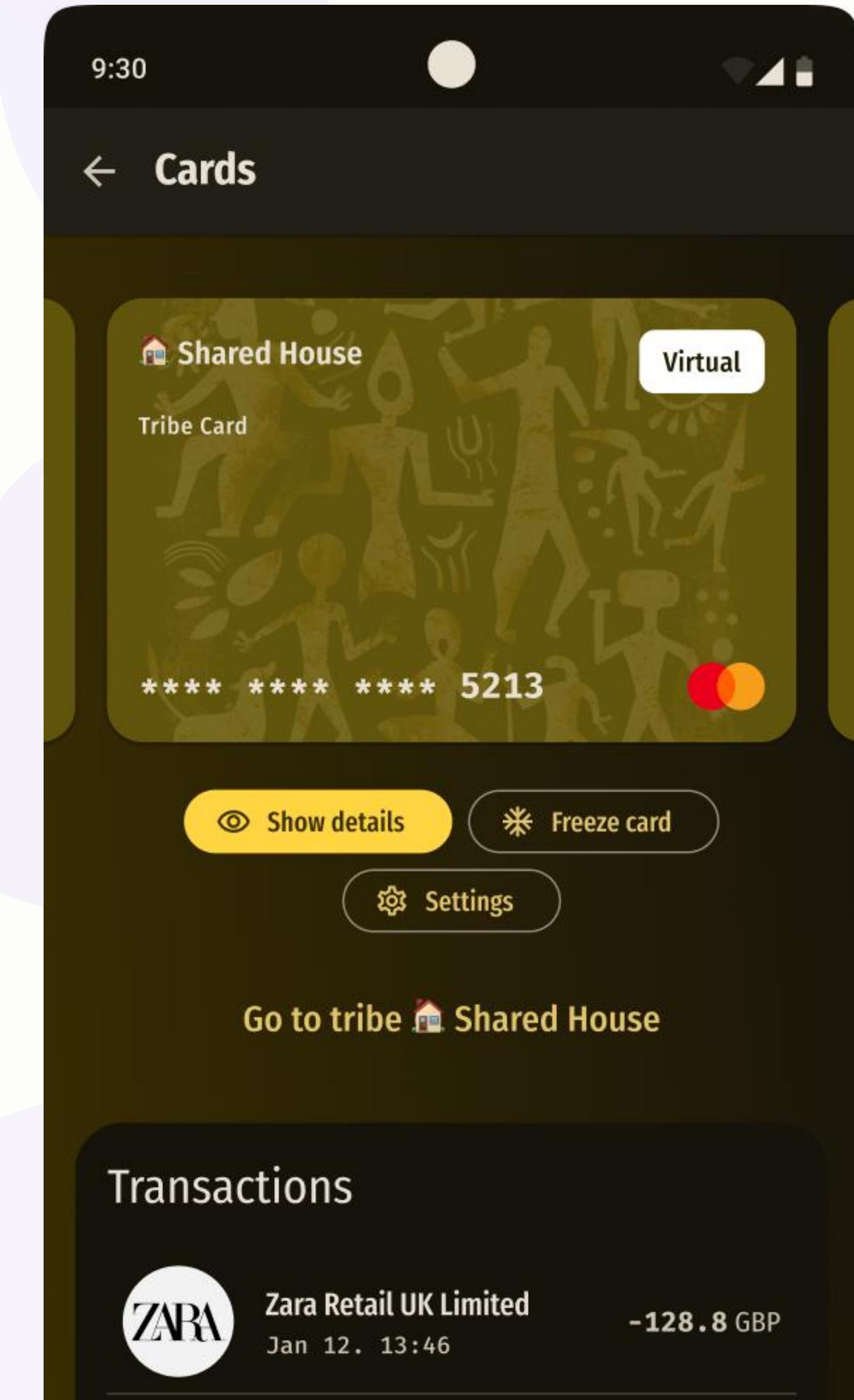


Even though there are many apps for sharing expenses, it is still a common issue for young adults.

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.



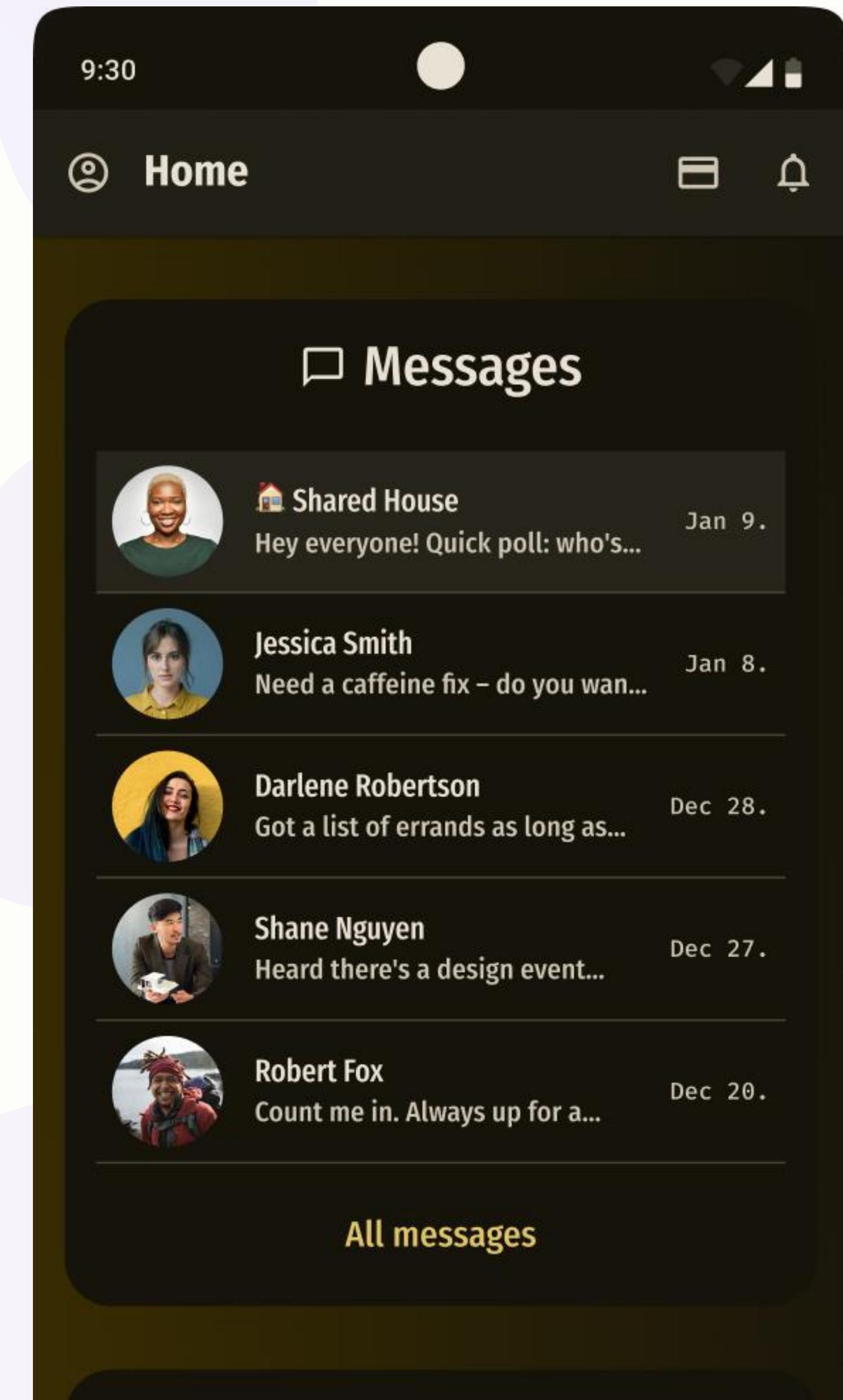
The client wanted to differentiate Bantu by focusing on social interactions and getting friends together.

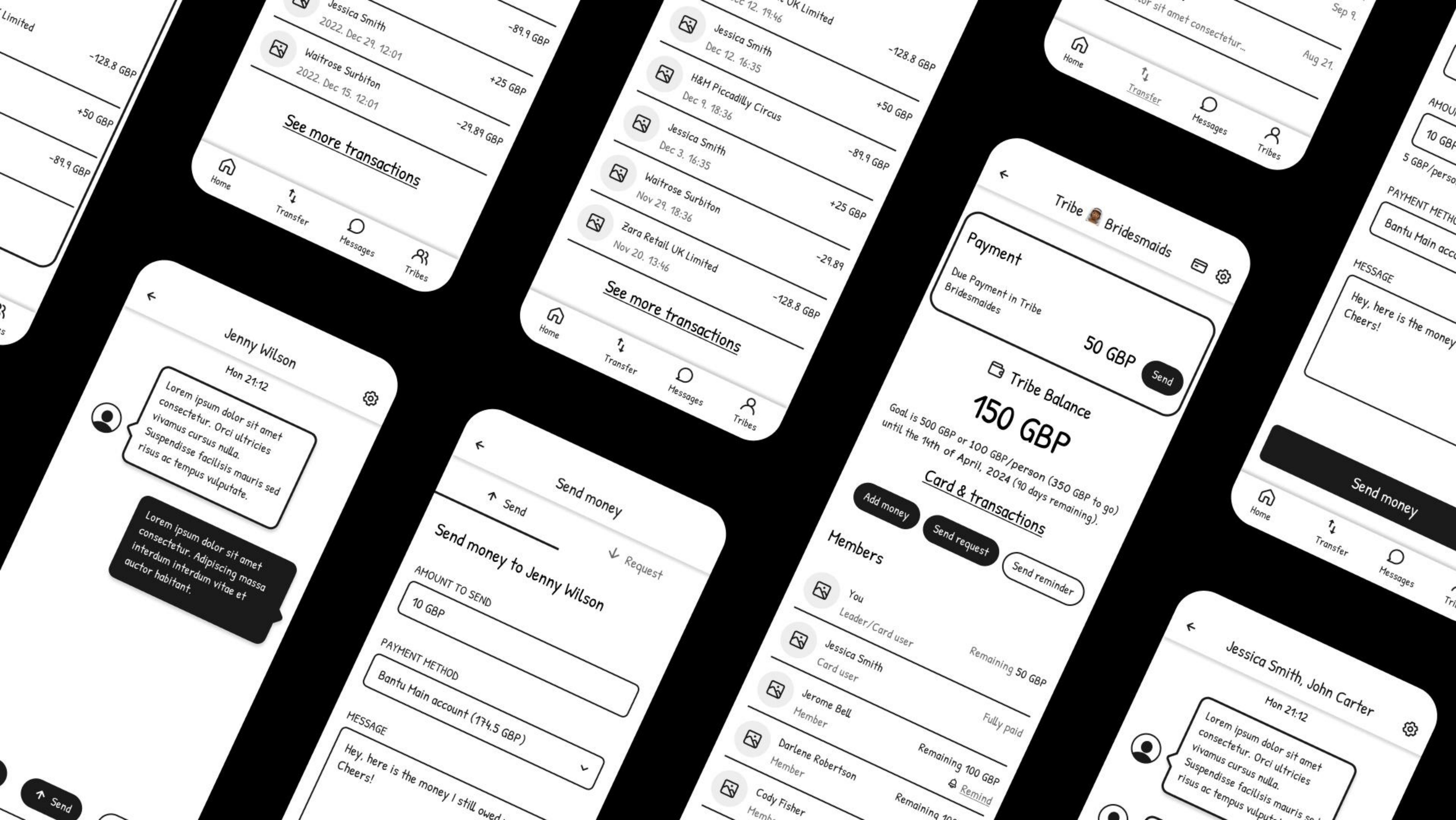
So, we put messages, groups, and social interactions at the top of the home screen instead of the account overview.

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.





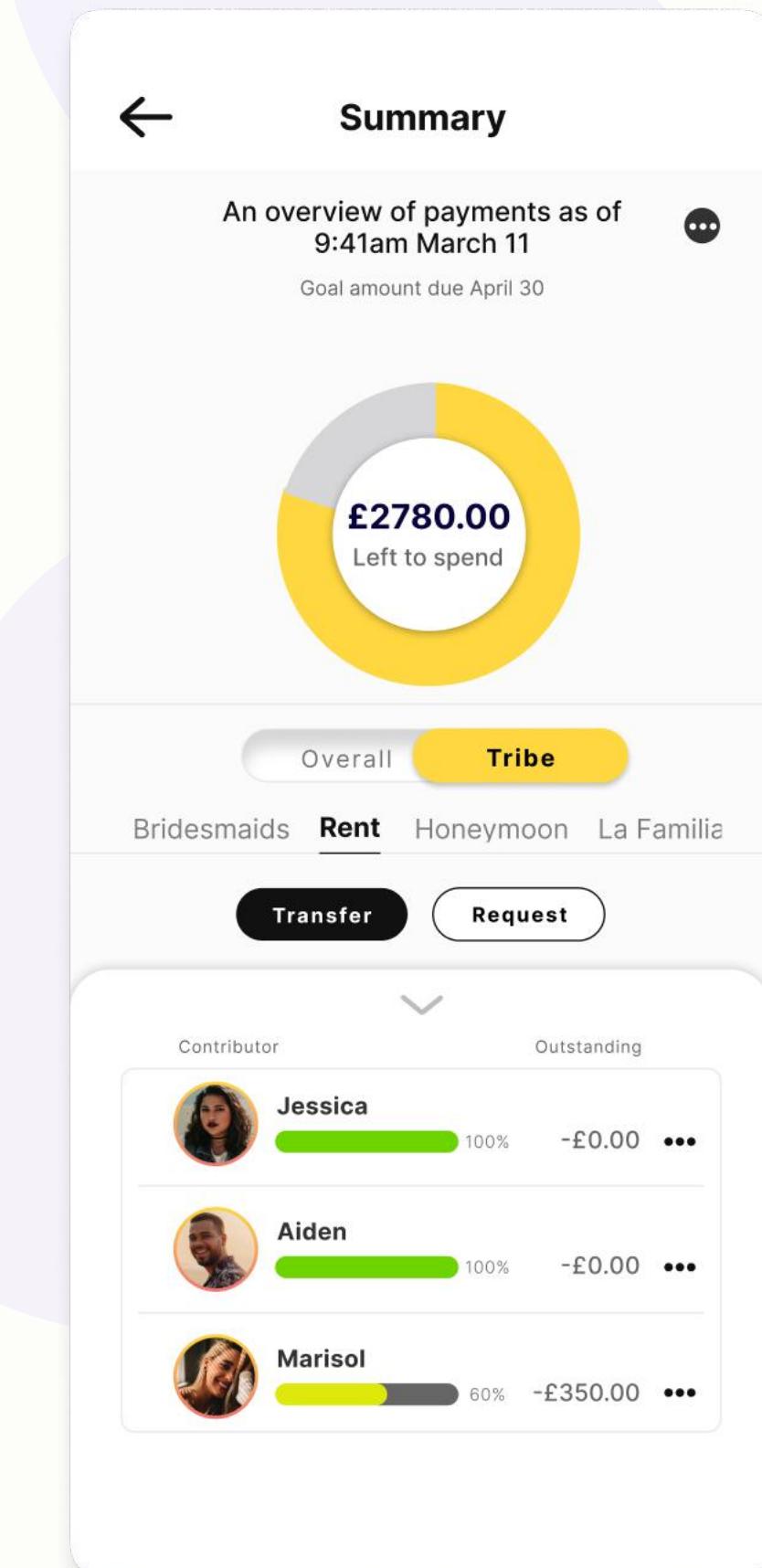
The client had an early prototype and ran multiple user tests.

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

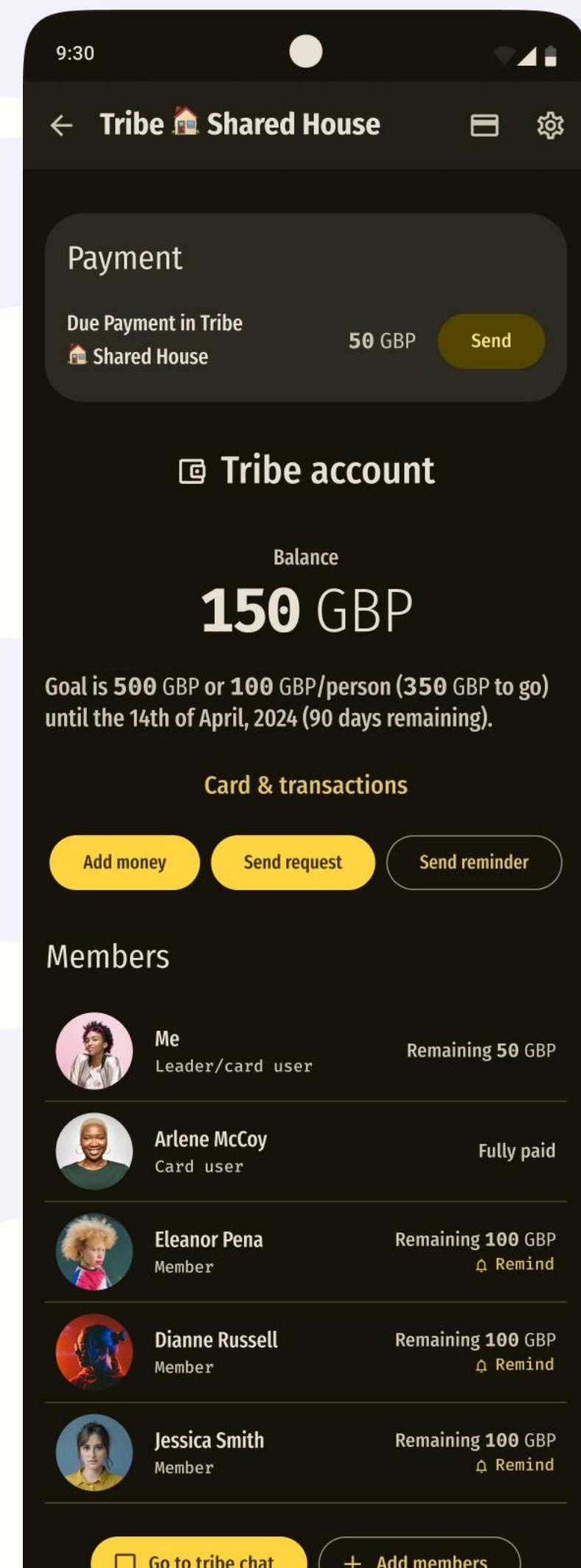
We redesigned the user interface with a humanist sans serif typeface, made dark mode the default with earth-like colors, and used AI-generated tribal cave painting images on the virtual cards.

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

Early prototype



Redesigned app

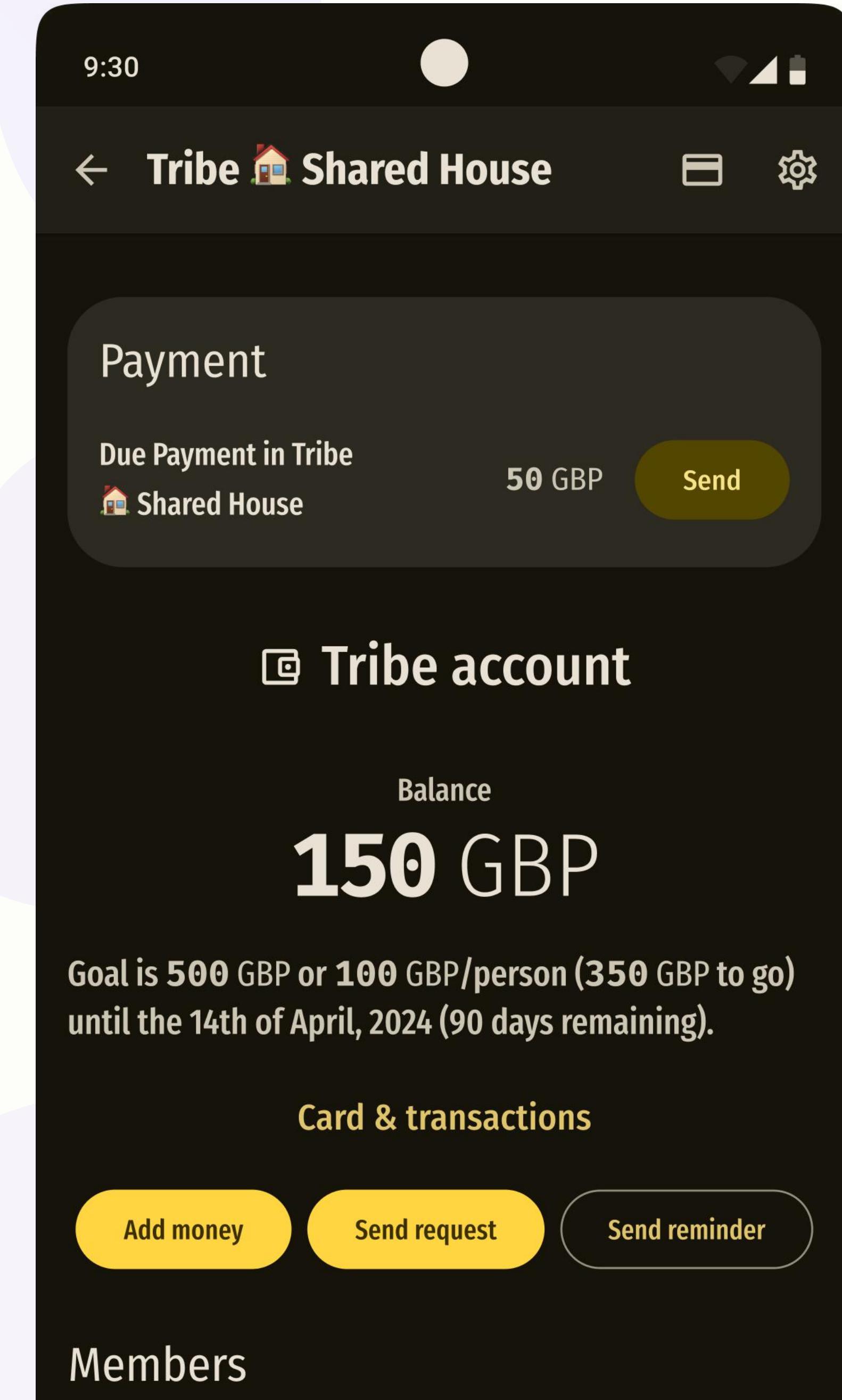


Our analysis of the initial prototype revealed inconsistent copywriting, which also confused users.

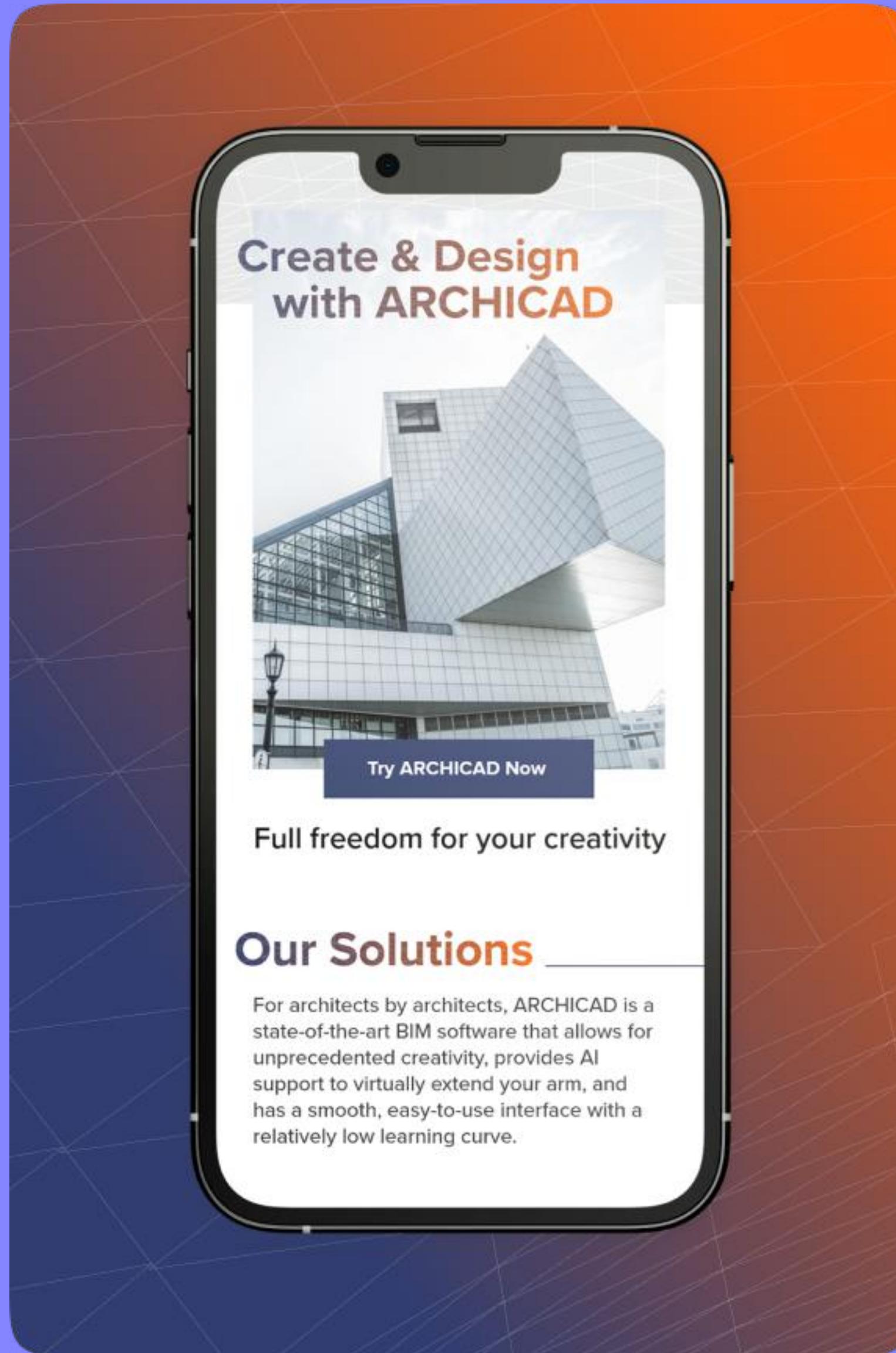
To solve this, we listed every feature around money and named these consistently on all pages (add, send, request, remind).

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

## 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](mailto:info@graphisoft.com)

+1 617 485 4200

Create your GRAPHISOFT ID

Name \_\_\_\_\_

E-mail \_\_\_\_\_

Password \_\_\_\_\_

Select country 

[Privacy Policy](#)  
I have read and accepted the [Privacy policy](#) and allow GRAPHISOFT SE (GS SE) to use and transfer my personal data to its [Local Representatives \(LPR\)](#) to provide products and services.

[Create GRAPHISOFT ID](#) 

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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](#)

[Get to Know Our Solutions](#)

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

Victor Utria, Osmund 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.

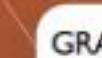
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## Getting Together



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.

## GRAPHISOFT



### 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.

## 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



### 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



**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 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".

**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]

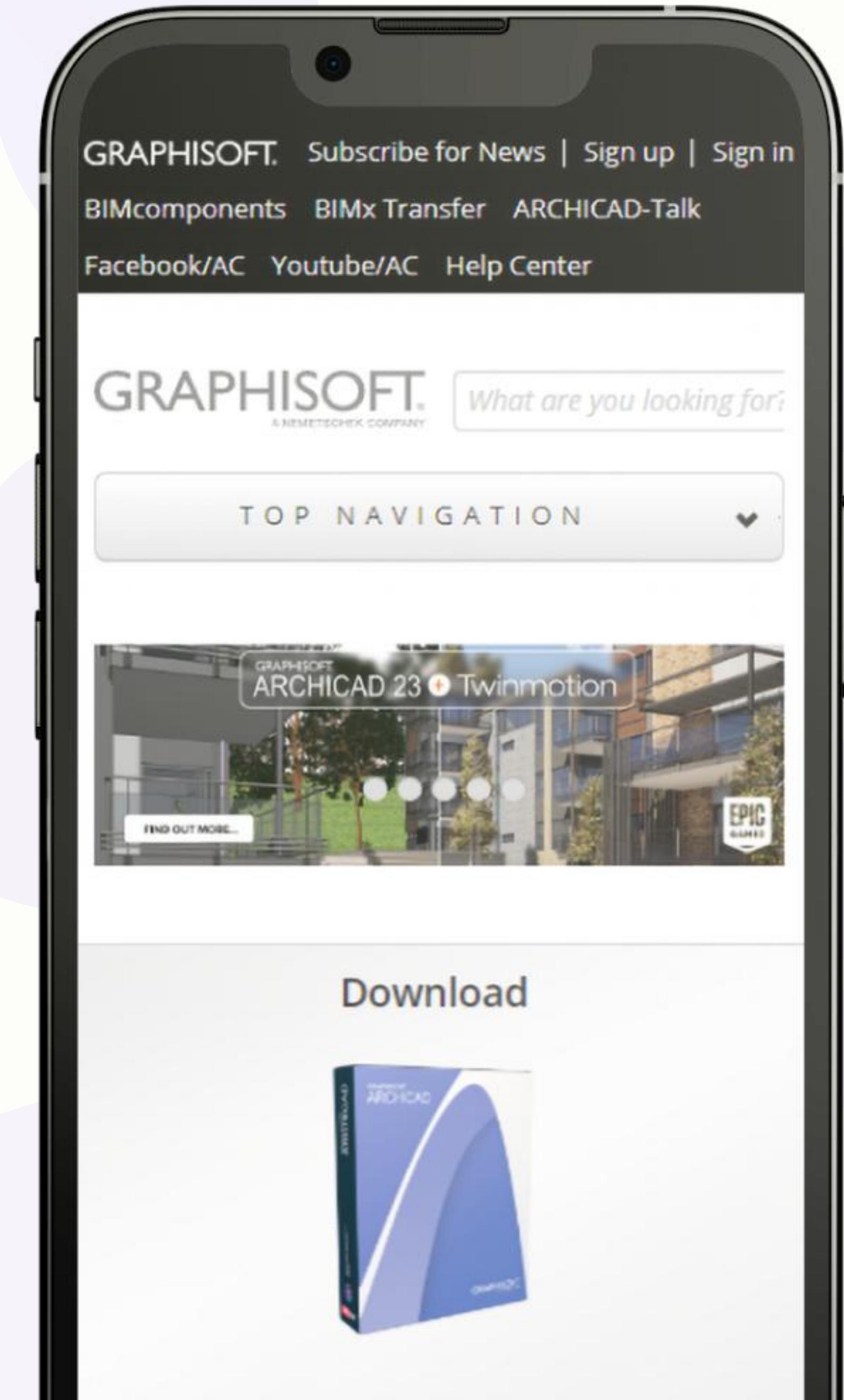
Even great companies can lose their purpose with extensive growth.

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.

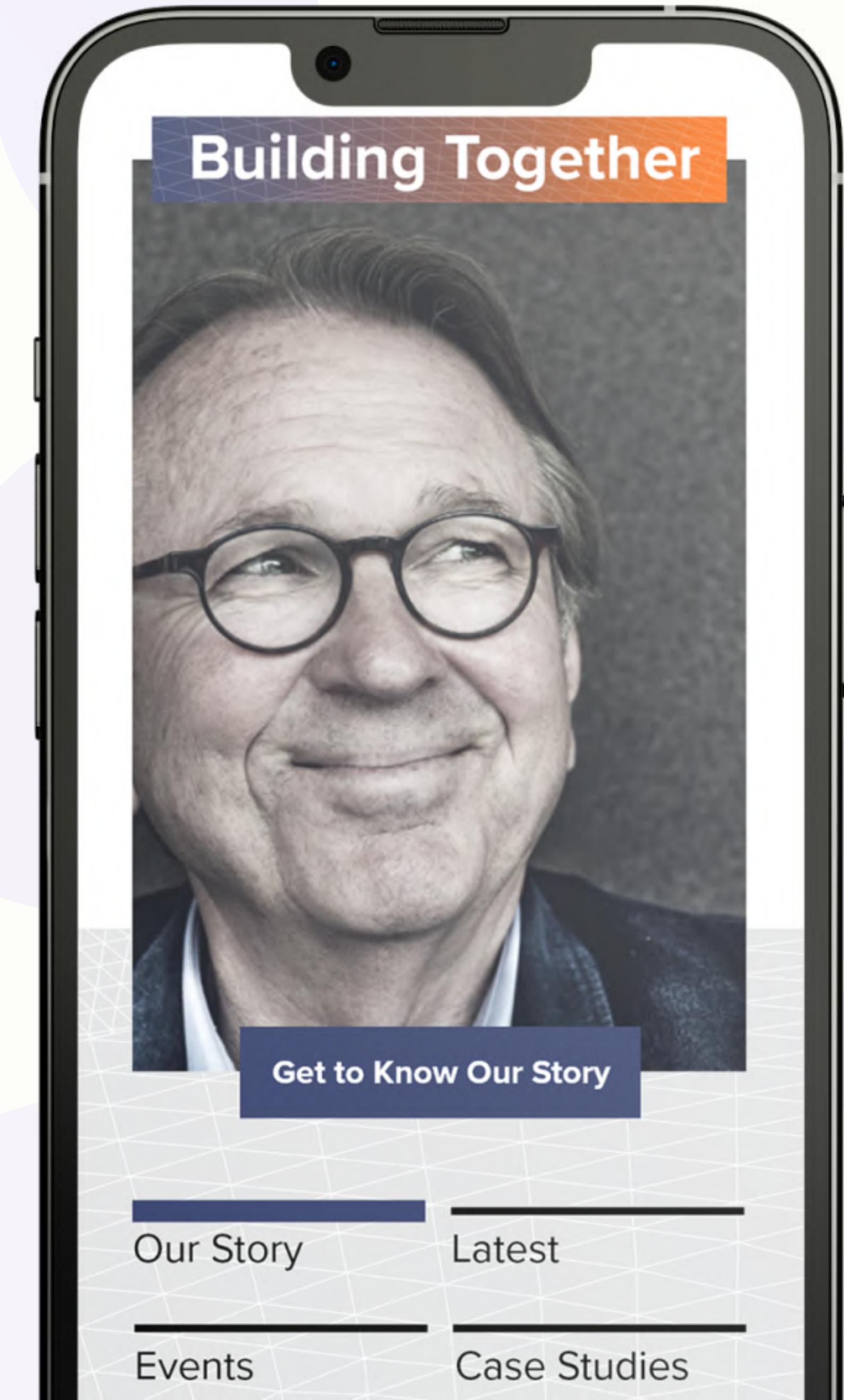
After many attempts at redesigning the information architecture and site navigation, we stumbled upon the brand's common goal.

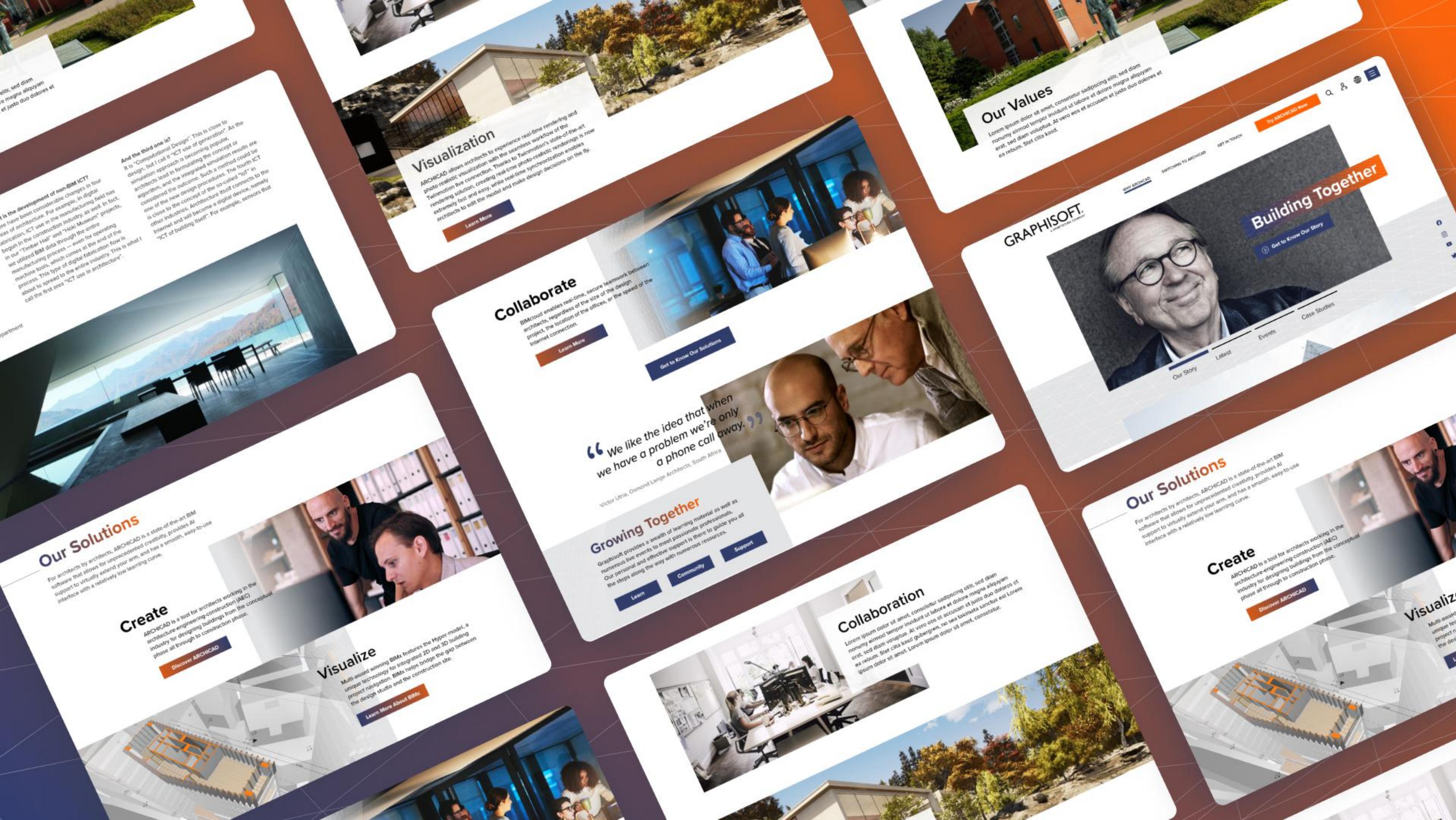
**It was a magical moment when the group realized they were all for people & building communities.**

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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Learn

Support

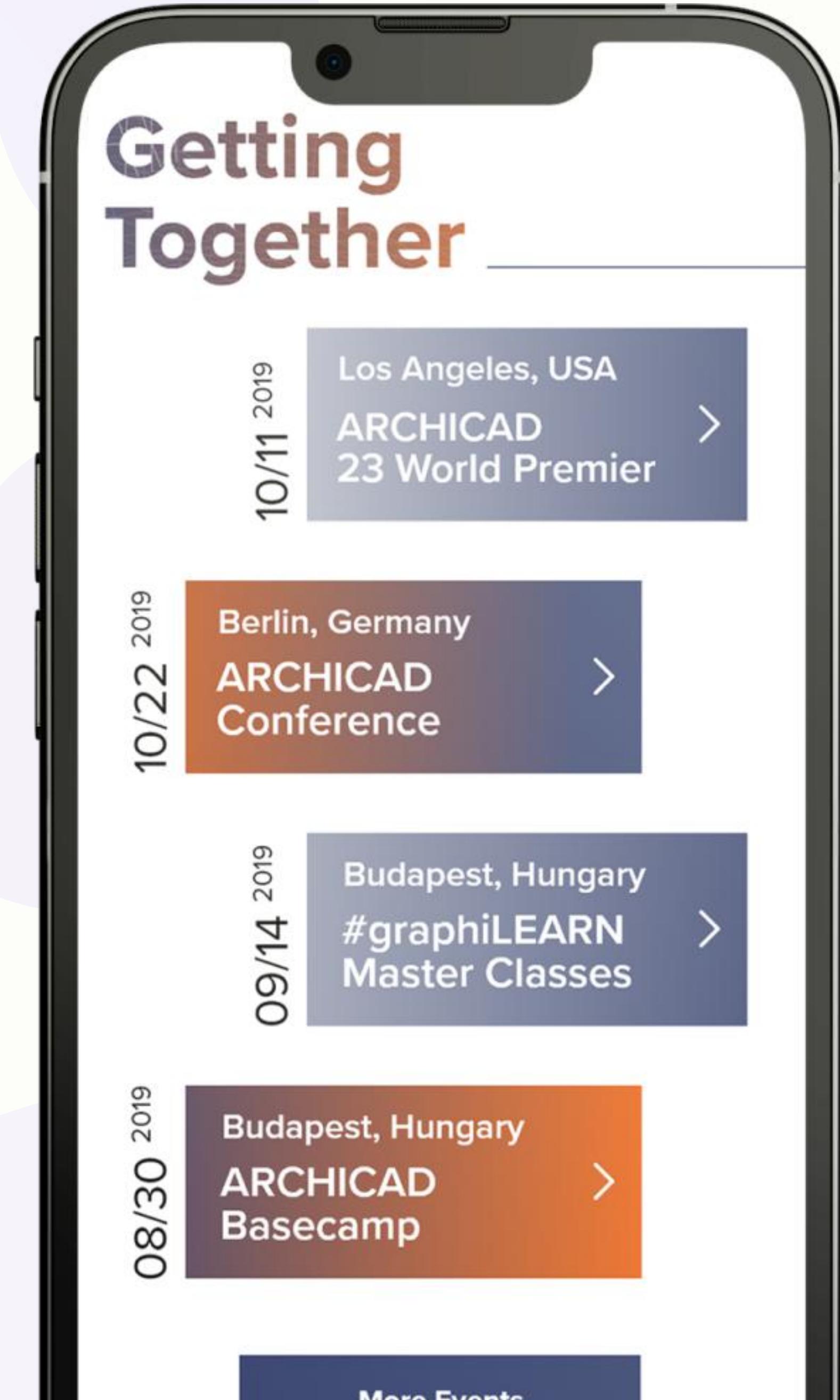
Community

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.



The image shows a smartphone displaying the official website for GRAPHISOFT, a company that develops architectural software. The phone is centered against a background of a colorful wireframe grid, transitioning from purple on the left to orange on the right.

The website's header features the **GRAPHISOFT** logo, which includes the registered trademark symbol and the text "A NEMETSCHKE COMPANY". Below the logo are four navigation links: **WHY ARCHICAD**, **SWITCHING TO ARCHICAD**, **GET IN TOUCH**, and a prominent **Try ARCHICAD Now** button in orange. To the right of the navigation are icons for search, user profile, global reach, and a menu.

The main visual on the phone screen is a black and white portrait of a smiling man wearing glasses and a dark jacket. Overlaid on this image is a large orange banner containing the text **Building Together**. Below the banner is a blue call-to-action button with the text **Get to Know Our Story** and a play icon.

Below the main image are four navigation tabs: **Our Story** (underlined), **Latest**, **Events**, and **Case Studies**.

At the bottom of the phone screen, there is a promotional graphic for ARCHICAD. It features the text **Create & Design with ARCHICAD** in bold, with "Create & Design" in purple and "with ARCHICAD" in orange. To the right of the text is a small image of a modern building with a glass facade and a grid pattern. A speech bubble icon is positioned to the right of the promotional text.

On the far right of the phone screen, there is a vertical column of social media icons for Facebook, Instagram, YouTube, Twitter, and LinkedIn.



# 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.

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.

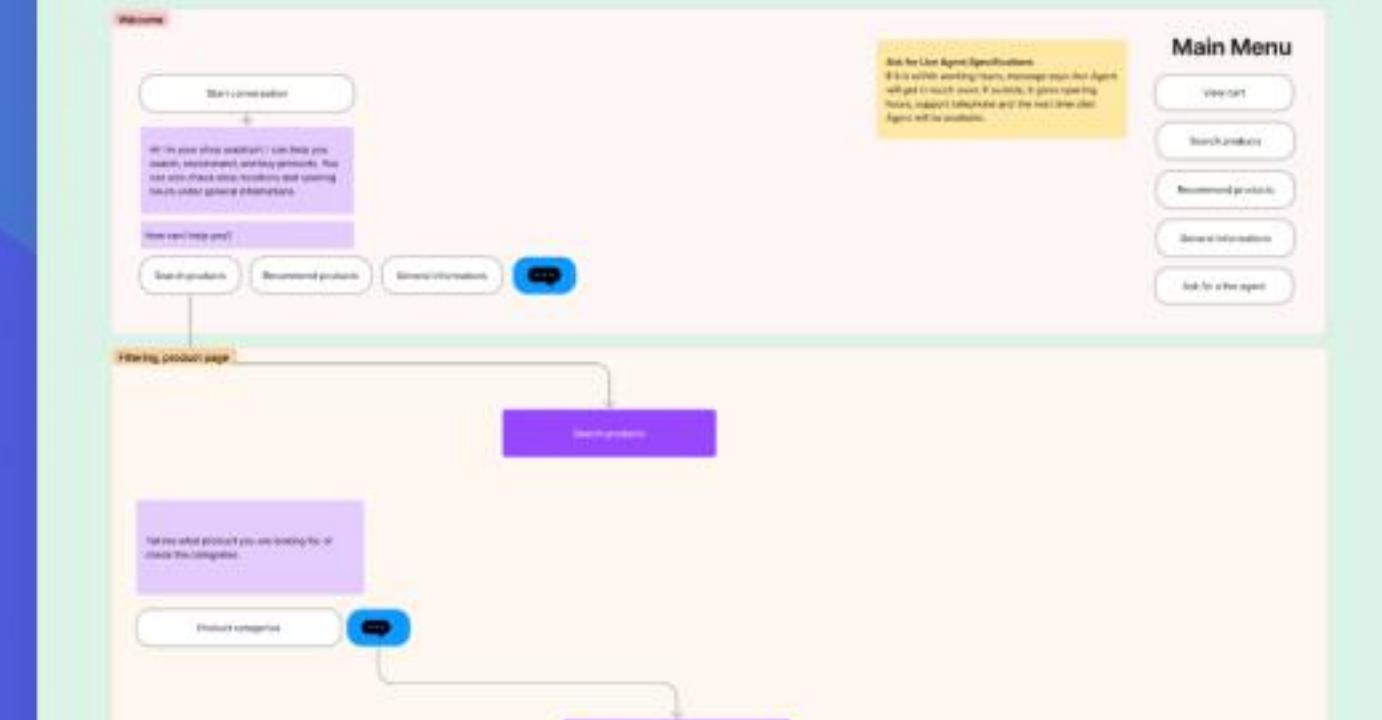
Lighting, lamp Curtains, cornices, shading Furniture Decoration

Conversation by Voiceflow

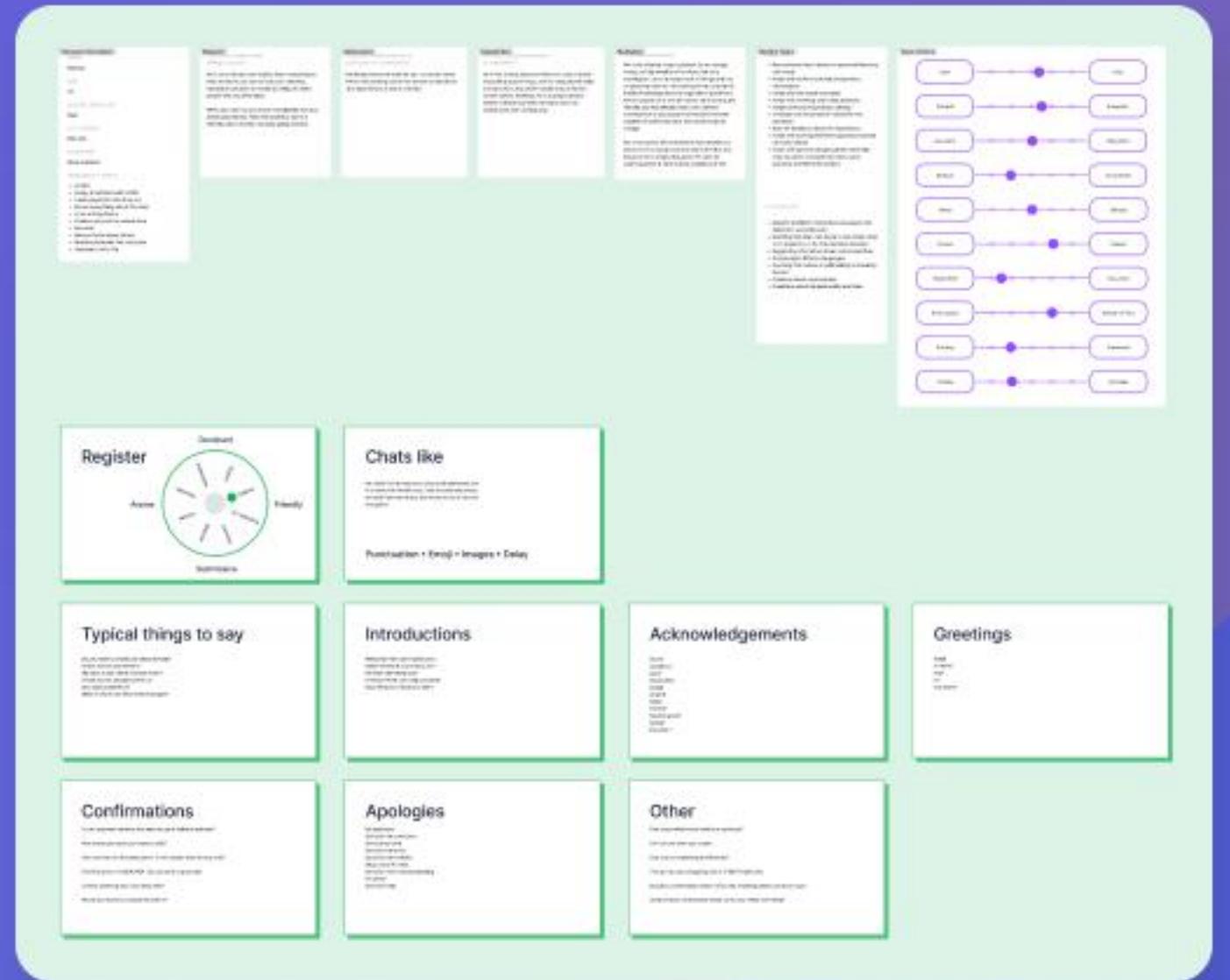
Type a message... 

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

## Happy flow 2: filtering, product page

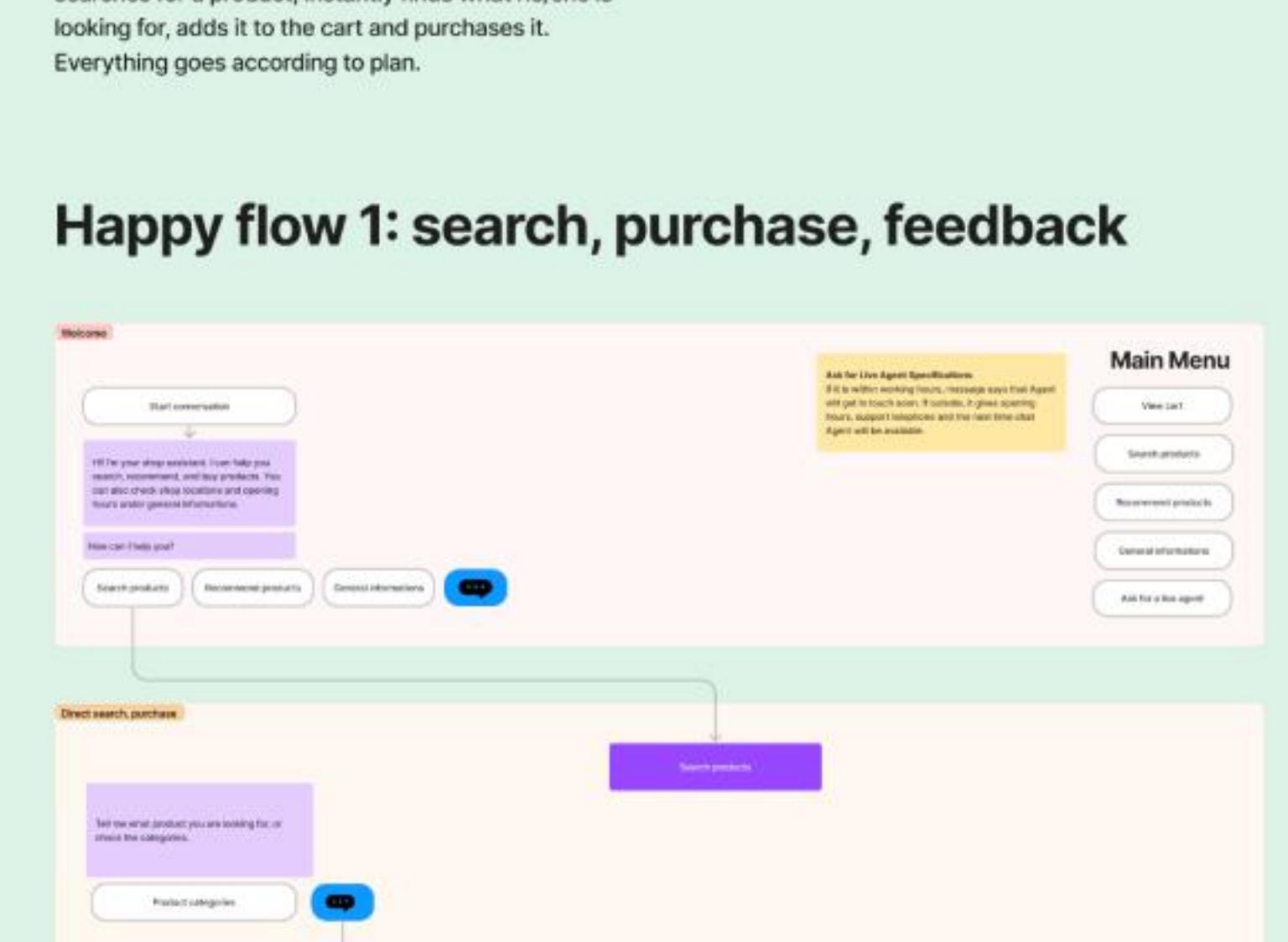


The screenshot shows a product search interface. The top navigation bar includes 'Start conversation', 'Ask for Live Agent Specification' (with a note about live agent availability), and 'Main Menu' with options: 'View cart', 'Search products', 'Recommended products', 'General informations', and 'Ask for a live agent'. Below this is a 'Filtering product page' section with a purple 'Search products' button. A message box says 'Tell me what product you are looking for, or check the categories.' Below it is a 'Product categories' section with a purple 'Product categories' button. A message box says 'Showing you the subcategories of Household, interior design.' At the bottom are buttons for 'Lighting, lamp', 'Curtains, cornices, shading', 'Furniture', and 'Decoration'.

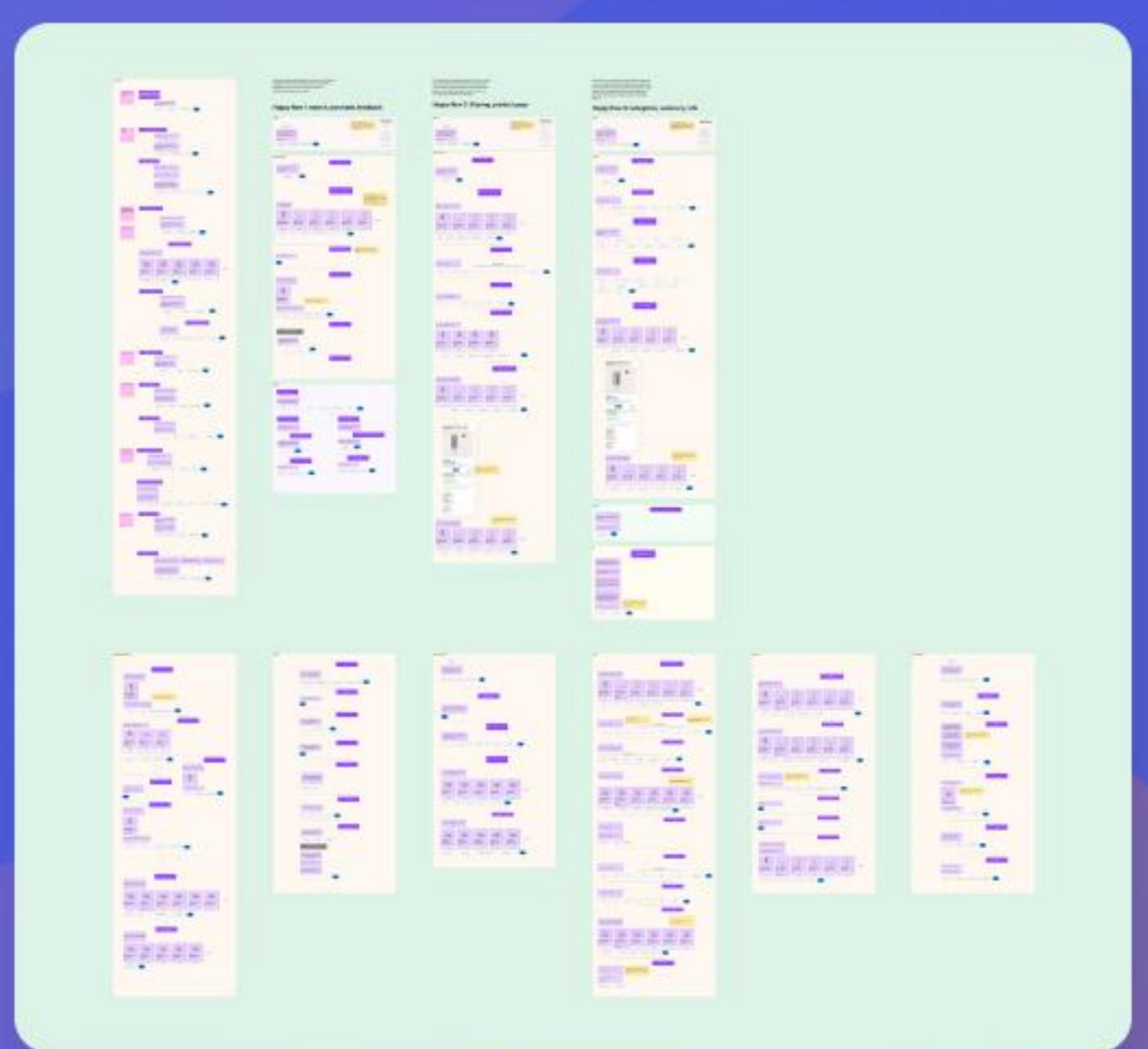
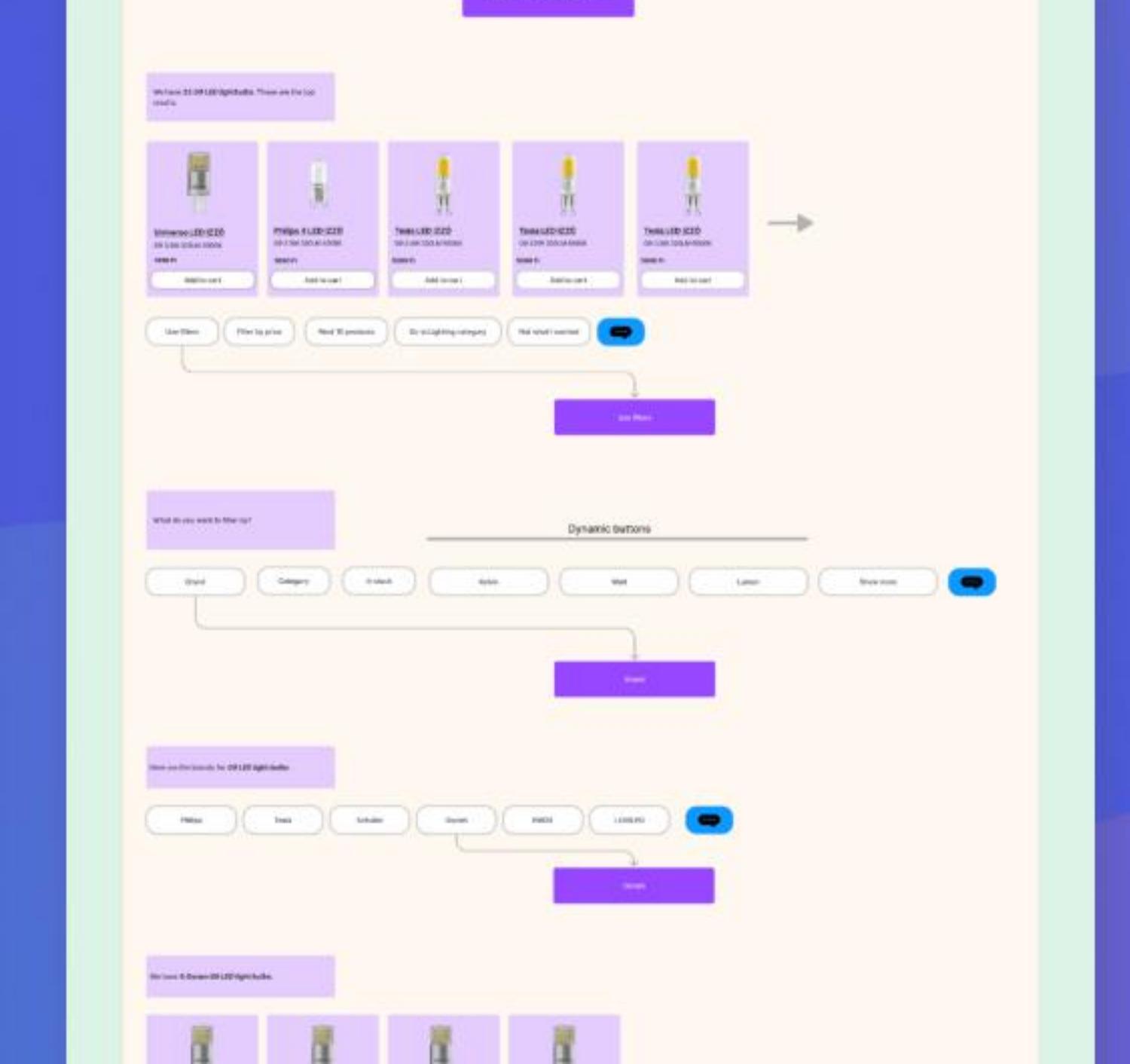


This flow shows an ideal scenario where the user directly searches for a product, instantly finds what he/she is looking for, adds it to the cart and purchases it. Everything goes according to plan.

## Happy flow 1: search, purchase, feedback



The screenshot shows a product search interface. The top navigation bar includes 'Start conversation', 'Ask for Live Agent Specification' (with a note about live agent availability), and 'Main Menu' with options: 'View cart', 'Search products', 'Recommended products', 'General informations', and 'Ask for a live agent'. Below this is a 'Direct search, purchase' section with a purple 'Search products' button. A message box says 'Tell me what product you are looking for, or check the categories.' Below it is a 'Product categories' section with a purple 'Product categories' button. A message box says 'Showing you the subcategories of Household, interior design.'

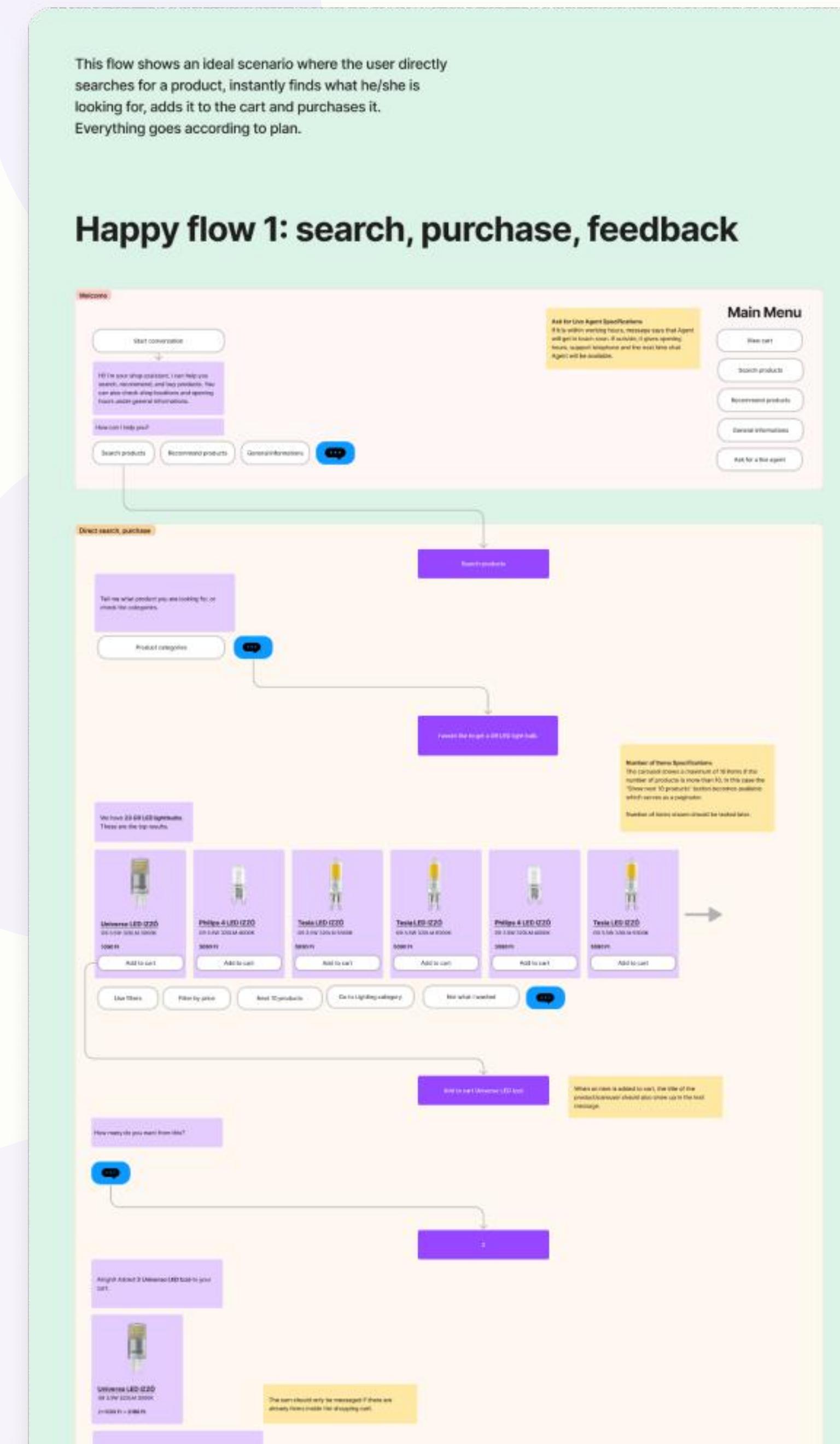


Prefixbox aimed to be among the first to develop an e-commerce chatbot using generative AI.

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.

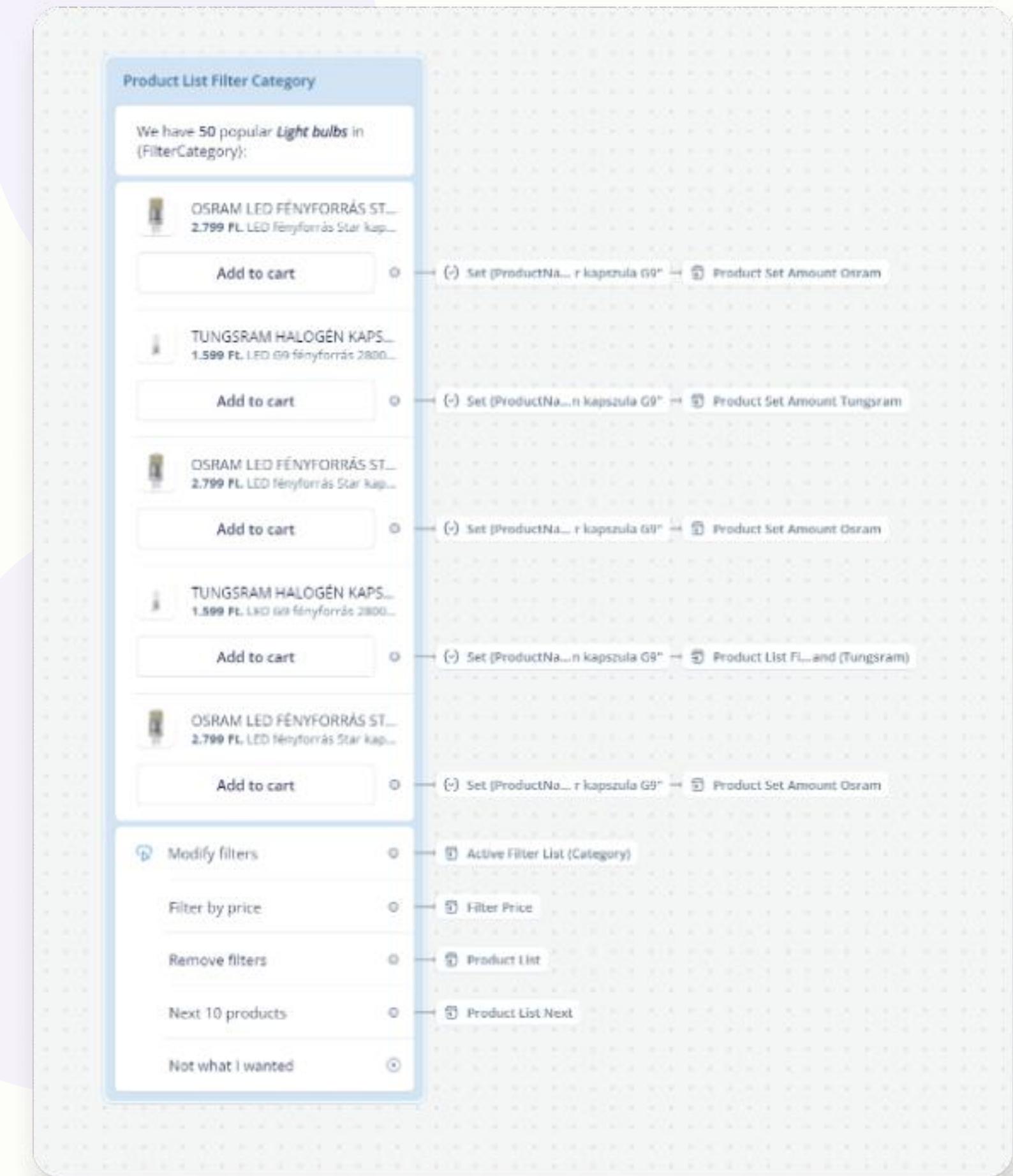


# What were the challenges of building a product with generative AI?

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.



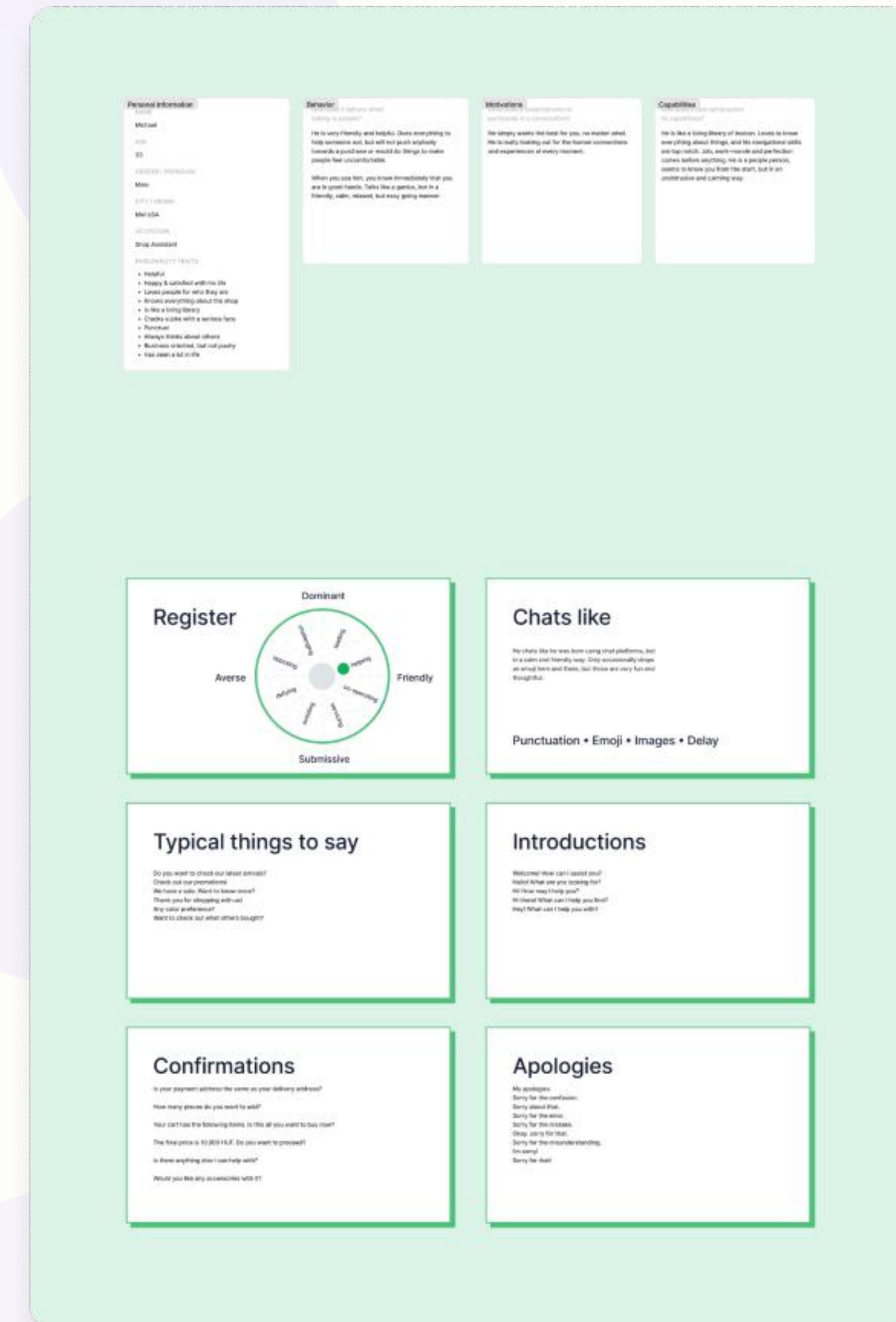
# What kind of personality should we design for a white label product?

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



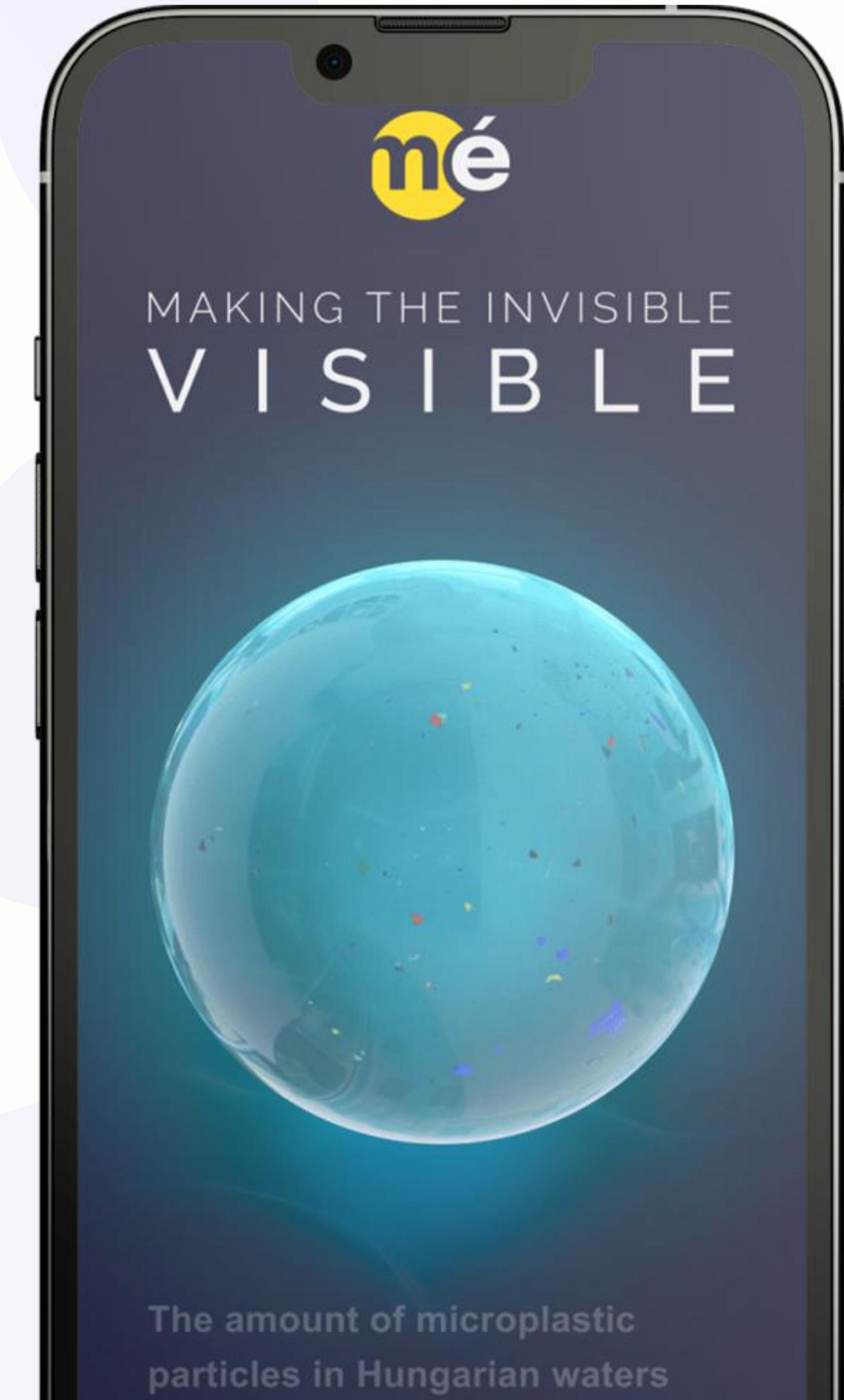


Making the Invisible Visible was an environmental ad campaign about water pollution.

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.



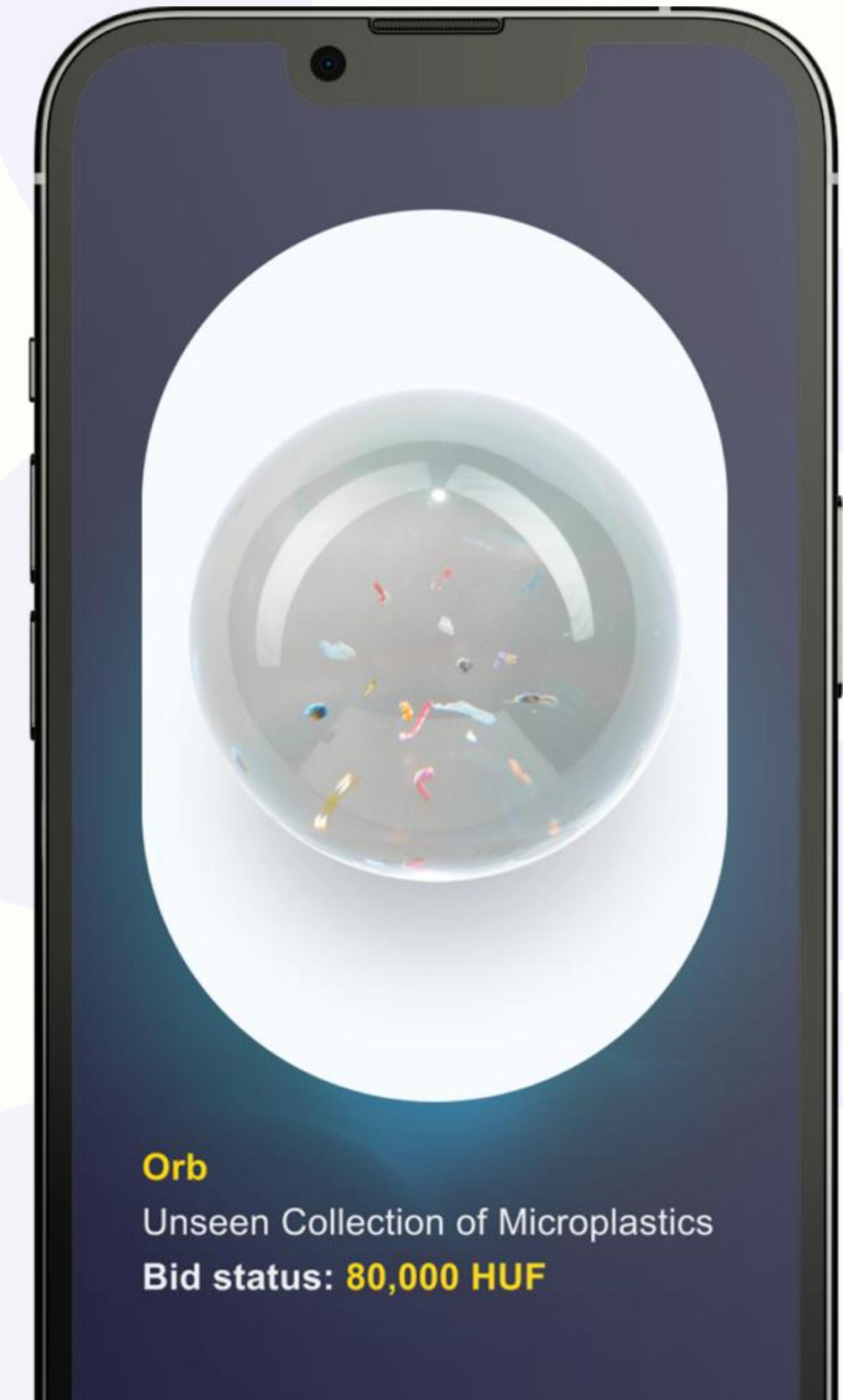
While we designed the campaign visuals,  
we had an idea:

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!

For more about my experiences, awards,  
and projects, please visit any of the links below.

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