

Magda Kovács.

[Portfolio](#)

[Email](#)

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Diemen, Netherlands

Summary.

- Product designer with over five years of experience, specialising in visually engaging and functional digital solutions, backed by a solid understanding of front-end development.
- Skilled in responsive web design and user-centered interfaces for B2B and B2C platforms, solving complex challenges through intuitive, scalable design.
- Committed to system thinking and effective collaboration, delivering seamless user experiences that align with business goals and enhance product value.

Key Skills.

Wireframing · High-fidelity Prototypes · Design Systems · Typography · Accessible Design · Mobile-first Design · Responsive Design · Usability Testing · Information Architecture · HTML · CSS · JavaScript · Collaboration · Problem Solving · Empathy · Time Management · Adaptability · Figma · Sketch · Whimsical · Zeplin · Usertesting.com · Storybook

Work.

Product Designer, Wonderkind, Amsterdam, November 2022 - January 2024

Wonderkind developed innovative B2B technology that automates job ad creation and targeting on social media, using AI to efficiently reach ideal candidates through personalised campaigns.

- Led the creation and integration of a Figma component library into a Storybook-based design system, which enhanced design consistency, streamlined workflows, and improved cross-team collaboration, resulting in cost efficiency and a faster development process.
- Improved campaign creation flows by leveraging user feedback, resulting in a more efficient and user-friendly experience.
- Maintained and developed Storybook components, and fixed bugs, while gaining proficiency in Vue.js and Vuetify component library.

Product Designer, Begame Group, Amsterdam, August 2019 - January 2022

Begame Group is a game development and management company specialising in online gaming experiences.

- Collaborated with engineering and product management teams to guide the product lifecycle from concept to launch, delivering wireframes, user flows, high-fidelity designs, and detailed player personas.
- Introduced rapid prototyping and conducted unmoderated usability tests via Usertesting.com to enhance product agility.
- I lead the creation and maintained a shared component library multiple site, ensuring design consistency and improving workflow efficiency.

UX/UI Designer, fashionTrade, Amsterdam, September 2017 - August 2019

FashionTrade aimed to digitalise the paper-based wholesale trade, making it easier for brands and retailers to manage orders, inventory, and reorders.

- Developed prototypes to test assumptions and gather insights, ensuring alignment with user expectations and industry standards.
- Collaborated with cross-functional teams to optimise user flows and finalise UI designs based on usability testing and stakeholder feedback.
- Iterated on design concepts by gathering user feedback, ensuring a seamless product experience for both brands and retailers.

Visual Designer, Syndy, Amsterdam, February 2016 - August 2017

Syndy is focused on providing innovative B2B solutions for the retail sector, specialising in creating tools and resources that enhance product visibility and streamline the wholesale trade process.

- Successfully created a diverse range of marketing and promotional materials, including landing pages, brochures, and infographics, that significantly enhanced user engagement and effectively supported Syndy's research initiatives.
- Fostered strong collaboration with marketing, UX, and content teams to ensure cohesive and visually appealing designs that adhered to brand guidelines, resulting in a consistent brand presence across all channels.

Digital and Print Designer, webformance, Budapest, April 2014 - May 2015

Webforamnce specialises in online marketing and web development, focusing on creating and optimising e-commerce solutions for businesses.

- Collaborated with the dev and marketing team to create visual assets for both print and online channels, including landing pages, webshops, and complex digital applications.
- Developed email designs for the development team, ensuring brand consistency across digital communications.

Education.

Google UX Design Professional Certificate, Google/Coursera, 2024

User-centered Design, Wireframing, Prototyping, User Research, Usability Testing, Interaction Design, Design Thinking

Front-end Developer Bootcamp, Codecool, 2022

HTML, CSS, JavaScript, React, Git, NodeJS, ExpressJS

Bachelor of Arts in Digital Design, EKE, Eger, Hungary, 2011

Typography, Color theory, Desktop Publishing, Adobe Creative Suit