B A L A Z S   M I C H N A Y

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I'm a creative consultant based in London bringing 15+ years of experience across UI technologies and UX. I'm a detail-oriented, motivated UX strategist and designer with a passion for front-end technologies and high quality coding.

EMPLOYMENT

REFINITIV

Senior UX Designer / Creative Technologist (Contract) – Refinitiv
July 2019 – Present

- Refinitiv is a global provider of financial markets data where I've been working hard on delivering UX specs for key projects and creating a previously non-existing prototyping framework allowing fellow designers and stakeholders to create highly interactive prototypes with high visual fidelity without a single line of code. I've been involved in the following projects and activities:
  - Delivering UX design specs for the application framework project, one of the most important projects in the business. Specifications include:
    - Core window management
    - Application first-start experience
    - Workspace history management
  - Supporting multiple projects by delivering highly-interactive, modular and flexibly configurable prototypes with high visual fidelity bringing new and deeper insights how customers interact with the product. Projects include:
    - Onboarding experience (multiple versions with configuration)
    - User profile builder
    - Navigation patterns (multiple versions with configuration)
    - Workspace setup and usage (multiple versions)
    - News Digest creation
    - Refinitiv Marketplace prototype supporting C-level stakeholder meetings
    - Other core application features including: bookmarks, tabs with history management, searching or managing apps.
  - Being a senior front-end developer as well, I'm building front-end component plugins for one of the most widely used design tools, Axure. This enables the design team to build consistent and highly interactive prototypes matching the internal Design System's visual specifications.

Key Achievements

- Delivered UX specifications for one of the most important projects: core framework.
- Created the base for a previously non-existing component library used as part of Refinitiv's own Design System allowing fellow team members to create highly interactive prototypes with high visual fidelity without coding.
- Delivered modular, flexible and highly configurable prototypes for full end-to-end workflows that look and work accurate enough to be mistaken for the end product.

Senior UX Designer / Creative Technologist (Contract) – Lloyds Banking Group
August 2017 – July 2019

- Lloyds Banking Group is busy delivering the next-generation commercial lending journey for their retail business banking customers. As a key player on the UX team, I was working on delivering design specs and fully interactive high-fidelity prototypes covering the full e2e journey. I was involved in multiple activities throughout the delivery process:
  - Gathering and communicating business requirements through workflow diagrams.
  - Building high-fidelity, fully interactive, rapid prototypes demonstrating application functionality and behaviour. Achieved this by building an Axure JavaScript library connecting real back-end systems for real-world data.
  - Actively participating in contextual, qualitative testing sessions using these prototypes.
  - Liaising with business stakeholders, business analysts, product owners and copywriters to ensure product consistency and coherence.
  - Proactively helping business achieve more by putting forward new and innovative ideas for new functionality and by introducing new ways of communicating design deliverables, of which many have now become standards.

Key Achievements

- Brought new insights to the UX lab through integrating real-world data into out prototypes used for testing
- Proactively putting forward new ideas to business through concept sketches or prototypes
- Introduced and integrated new UX asset delivery standards throughout the lab

virtusa | POLARIS

UX Architect
February 2017 – July 2017

VirtusaPolaris is a provider of financial technology products, legacy modernization services and consulting for core banking, corporate banking, wealth & asset management and insurance.

- Working with one of Virtusa's telecoms clients on redesigning their customer acquisition journey. The service design project involved:
  - Primary research through stakeholder interviews, researching current design and tech trends
  - Delivering research insights and the as-is customer journey map through identifying key themes, customer behaviours, emotions pain points and key opportunities for Design
  - Co-creative workshop with key members of the Client team. Aim was to identify and form creative solutions to the most concerning pain points previously identified
  - Internal creative ideation sessions to define the to-be customer journey map based on all our findings

Key Achievements

- Primary research on design and tech trends and conducting interviews with 5 key client stakeholders
- Identifying key themes, communicating research findings
- Delivering prototypes and wireframes for the to-be customer journey map

Lead UX Designer
November 2015 – December 2016

1E is a privately owned IT software and services company developing software for managing and reducing costs in IT, known as Software Lifecycle Automation.

- Defining the full end-to-end UX design process – previously non-existing within the company
- Building up awareness of importance of UX, delivered comprehensive UX training on Design Strategy, Design Research and Interaction Design as part of it
- Leading and mentoring a team of UX designers
- Managing and transforming stakeholder requirements and vision into tangible UX assets
- Worked out a user research protocol that works with the organization's customers base
- Introduced consistency across the company's whole product line through common UX principles and visual style guide
- Innovating through concept prototypes built with front-end technologies. Concepts include outside-the-box-ideas like real 3D virtual reality solutions, conversational voice controlled UI or face tracking concepts
- Helped the 1E UI engineering team build the common component library – HTML5, CSS3, JS

Key Achievements

- Introduced UX as a practice at the organizational level.
- Defined and successfully merged the user-centered design process with the existing engineering delivery process

‹epam›

MY JOURNEY WITH EPAM SYSTEMS

Epam Systems is a global provider of software engineering and IT consulting services. Epam gave me the opportunity to explore a real diverse set of roles, responsibilities and industries. Clients I worked with include:

RBS The Royal Bank of Scotland

Senior UX Designer
September 2014 – November 2015

The Royal Bank of Scotland is one of the retail banking subsidiaries of The Royal Bank of Scotland Group plc, together with NatWest and Ulster Bank. The Royal Bank of Scotland has around 700 branches

- Delivering UX specifications for RBS' complex trading platform, Agile Markets
- Conceptualizing solutions through wireframes and Axure interactive prototypes
- Implementing high-fidelity prototypes for RBS' financial platform – Agile Markets – using front-end technologies and Axure
- Improved efficiency of UX asset delivery by introducing a central UX delivery portal where all specs are up-to-date – eliminated the need for emailing static files to other parties
- Developed a Javascript-based framework within Axure that automatically integrates visual design specs into wireframes and prototypes resulting in assets at the highest possible fidelity

Key Achievements

- Simplifying delivery of UX assets across the whole team by creating a UX portal from scratch including coding
- Automating the integration of visual designs into UX deliverables by implementing a Javascript-based framework within Axure

IDEO

Senior UX Designer, UI Architect
February 2014 – September 2014

IDEO is an international design and consulting firm

- Taking part in defining information architecture, conceptualizing, wireframing and testing IDEO's next-generation, fully-responsive, adaptive, open collaboration portal, openideo.com
- Taking part in defining visual language by delivering a style guide
- Defining UI code architecture Leading a team of offshore UI engineers responsible for delivery

Key Achievements

- Playing a key role in the project from the initial ideation phase through UX and visual language all the way to delivery of high quality front-end codebase

Senior UX Designer
May 2012 – February 2014

Modular Mining Systems, Inc. headquartered in Tucson, Arizona, U.S.A manufactures, markets, and services mining equipment management systems. Modular is the pioneer and industry leader in fleet management technology in mining.

- Leading the delivery of the next-generation user experience for Modaular's applications
- Conducting user research sessions on-site (contextual enquiry, stakeholder interviews) and performing data analysis
- Delivering work model diagrams, personas
- Designing information architecture, interaction, visuals and style guide using Axure, Balsamiq and Adobe CC
- Delivering responsive prototypes for UX concepts using web technologies: HTML(5), CSS(3), OO JavaScript

Key Achievements

- Secured numerous projects by representing Epam Systems
- Utilized multiple UX research methods to collect user data
- Proposed a customer-centered design approach
- Worked in a UX / UI dev hybrid role

UI Architect
March 2012 – May 2012

B&Q plc is a British multinational DIY and home improvement retailing company, headquartered in Eastleigh, England, United Kingdom and is a wholly owned subsidiary of Kingfisher plc.

- Joined back B&Q to lead the delivery of a UI responsive framework aiming to minimize the gap between design and development processes written in HTML(5), Less CSS, and OO JavaScript
- Forcing best practices like modular CSS, modular and OO Javascript, semantic markup for SEO
- Developing UI code for generic re-usable e-commerce modules: faceted search, search results, product details, category landing, etc. and generic components with SEO best practices and accessibility in mind

Key Achievements

- Reduced time to delivery by introducing framework
- Established a firm handover process between design and development

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Lead UI Engineer, UX Designer
November 2011 – March 2012

Informa plc is a multinational publishing and events company with its head office and registered office in London.

- Defining information architecture, interaction design and wireframe specifications through conceptualising and testing interfaces using interactive prototypes for Informa's key product: OVUM Knowledge Center, a research and reports delivery portal.
- Leading a team of offshore UI engineers to deliver UI code Defining code architecture. Front-end tech used: HTML(5), Less CSS, and OO JavaScript

Key Achievements

- Played a key role in defining information architecture and interaction design
- Worked in a UX / UI dev hybrid role
- Introduced new coding quality standards within the organization

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UI engineer
July 2011 – October 2011

- Key UI architect for B&Q's (Kingfisher's) new e-commerce platform, TradePoint, one of the UK's biggest e-commerce projects at the time.
- Very close collaboration with Design
    - Co-defining information architecture for SEO and acccessibility
    - Transform visual designs into UI prototypes

Key Achievements

- Brought new coding approaches to Engineering
- Highlighted the importance and enforced the creation of style guide for consistency
- Suggested ways to improve IA for SEO and accessibility

Release / project manager
October 2010 – July 2011

Trafigura Pte Ltd is a Singaporean multinational commodity trading company founded in 1993 that trades in base metals and energy, including oil. It is the world's second largest private oil trader after Vitol and the world's largest private metals trader.

- Define release, deployment processes and branching plan for Trafigura's strategic commodity trading platform – Titan – distributed across the globe serving more than 500 users.
- Co-ordinate deployments to pre-production and production environments
- Manage build engineers, integration and performance testers
- Responsible for configuration management owning the CI, VCS and agile PM systems

Key Achievements

- Managed to co-ordinate the release of a system developed by 8 independent teams

UI engineer / UI team lead
June 2008 – October 2010

Hotels.com is a website for booking hotel rooms online and by telephone. The company has 85 websites in 34 languages, and lists over 325,000 hotels in approximately 19,000 locations.

- Building standards compliant cross-browser web pages using the latest best practices
- Optimizing code performance and improving code quality of UI codebase – optimizing CSS selectors, images, minifying CSS and JS, obfuscating JS
- Leading and coordinating the work of a UI engineering team
- Responsible for ramping up new team members and for supervising their work
- Holding a comprehensive UI training on modern UI technologies

Key Achievements
- Became a team lead
- Proposed new ways to improve UI code performance

- **2007 – 2010**   2F-School - Lecturer
  - Multimedia designer and Java-based web application courses
- **January 2007 – June 2008**   Meditterán Investment Zrt. - Software developer / Lead Creative Designer
  - Responsible for designing and implementing a software system facilitating the effective functioning of a privately owned clinic
  - Developed using **Java**, **Struts (MVC)**, **XHTML**, **CSS** and **OO JavaScript**, **AJAX**, **JSON**
- **2003 – 2009:**   University of Szeged, Department of Computer Science – Assistant lecturer
  - Lecturing numerous subjects such as web-development and programming languages.

EDUCATION

2004 – 2007: University of Szeged, Department of Computer Science, Ph.D. studies
- Research field: Digital Image Processing; Medical Imaging.
- 2004-2005: Cooperation with the Cardiovascular Research Group at SZOTE Medical University.
- 2005-2007: Cooperation with the Cardiology Department of the University of Szeged taking part in a medical research project. The goal of the project is the quantitative measurement of the myocardial perfusion in the human heart using coronary angiograms.
- 1-month study trip to Paris, France joining the Advanced Medical Applications research group at GE.
  - Development of algorithm for segmenting vessels from coronary digital subtraction angiograms.

1999 – June 2004: University of Szeged, Faculty of Sciences, Department of Computer Science
- MSc degree in IT
  - MS topic: *3D binary image processing for medical purposes.*
  - Teacher's Training.

1995 – 1999: Technical High School for Engineering and Computer Sciences
Specializing in Computer Sciences and Information Technology

FOREIGN LANGUAGE SKILLS

- English – fluent
- Hungarian – native

HOBBIES

- Scuba diving
- Microlight flying
- Music
- Traveling around the world
- Nature and photography
- Skiing

REFERENCES AVAILABLE UPON REQUEST