

## SKILLS

DESIGN	HIGHLY DEVELOPED AND CREATIVE GRAPHIC ART SKILLS.
LEADERSHIP	ABILITY TO LEAD DESIGN TEAMS, MENTOR CREATIVES, AND DRIVE STRATEGIC VISUAL DIRECTION.
PRESENTATION	STRONG ABILITY TO PRESENT RECOMMENDATIONS AND RESULTS TO KEY STAKEHOLDERS WITH CONFIDENCE.
TEAM MANAGEMENT	PROVEN ABILITY TO MANAGE A FAST PACED, CREATIVE TEAM, INSPIRE, ASSIST, DELEGATE, HOLD ACCOUNTABLE & LEAD
MANAGEMENT	PROVEN ABILITY TO MANAGE FAST-PACED, CREATIVE TEAMS, INSPIRE, ASSIST, DELEGATE, HOLD ACCOUNTABLE, AND LEAD.
PROJECT MANAGEMENT	WELL-DEVELOPED PROBLEM-SOLVING AND PROJECT-MANAGEMENT SKILLS.
WORK ETHIC	A POSITIVE CAN-DO ATTITUDE WITH A KEEN EYE FOR DETAILS.

## EXPERIENCE

22+ YEARS OF	DIGITAL ADVERTISING EXPERIENCE, SPECIALIZING IN GRAPHIC DESIGN, WEB DESIGN, PHOTOGRAPHY, AND VIDEO PRODUCTION.
17+ YEARS OF	SENIOR GRAPHIC DESIGN EXPERIENCE, LEADING PROJECTS AND TEAMS.
8+ YEARS OF	VIDEO EDITING AND ANIMATION EXPERIENCE, PRODUCING HIGH-QUALITY MULTIMEDIA CONTENT.
BROAD EXPERIENCE	IN ART DIRECTION, PHOTOGRAPHY, AND VIDEOGRAPHY, DELIVERING IMPACTFUL VISUAL STORYTELLING.
EXTENSIVE DESIGN EXPERTISE	ACROSS PUBLISHING, PACKAGING, DIGITAL, AND PRINT CHANNELS.
STRONG UNDERSTANDING OF	THE PRINT PRODUCTION PROCESS, ENSURING HIGH-QUALITY DELIVERABLES FROM CONCEPT TO EXECUTION.

# PROFESSIONAL SUMMARY

A highly motivated Senior Graphic Designer & Art Director with over 22 years of experience across branding, web design, publishing, 3D modeling, and filmmaking. A visionary creative professional with a proven track record in leading high-impact projects, rebranding businesses, and crafting compelling digital experiences. Adept at managing fast-paced creative teams, delivering strategic design solutions, and driving measurable business results.

## AREAS OF EXPERTISE

- **BRANDING & IDENTITY** Brand strategy, development, rebranding, marketing collateral;
- **DIGITAL & WEB DESIGN** Web development, app design and development;
- **FILMMAKING & MOTION GRAPHICS** Video editing, animation, cinematography;
- **3D MODELING & RENDERING** Concept development, product visualization, animation, game development;
- **PHOTOGRAPHY** Model, product, real estate, event photography;
- **PUBLISHING & PRE-PRESS** Layout design, editorial composition, print production management, and packaging design;

## TECHNICAL SKILLS

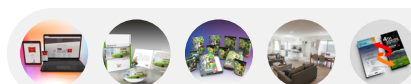
- **DESIGN SOFTWARE** Adobe CC (Photoshop, Illustrator, InDesign, Acrobat PRO, Premiere Pro, After Effects, Audition);
- **3D & GAME DEVELOPMENT** Blender, Adobe Dimension, Unity, C#;
- **WEB & DIGITAL** WordPress, Elementor, Webflow, HTML, CSS, Figma;
- **PROJECT MANAGEMENT** ClickUp, Linear, Notion, Slack;
- **OPERATING SYSTEMS** Windows (preferred) & macOS;

## EDUCATION

- **2020 RMIT ADVANCED DIPLOMA OF SCREEN & MEDIA INTERACTIVE**  
Video production: filming/editing/screenwriting | UI/UX design | app development/app design | graphic design | motion graphic design | web design | 2D animation | 3D animation design | 3D modelling, texturing and animation | visual FX | 2D/3D compositing | production management | art direction | digital media producing;
- **2020 RMIT DIPLOMA OF GRAPHIC DESIGN**  
Advertising and promotion, art direction, branding and corporate identity, instructional design, packaging, signage and web design;
- **2017 PERDOO OKR (Intel) Goal Management Training**
- **2003 RUANDER Adobe Photoshop certificate**
- **2003 RUANDER Adobe Indesign certificate**
- **1997 POGANY FRIGYES ECDL (European Computer Driving License)**  
Spreadsheet software, presentation software, database software, online collaboration, improving productivity, project planning and IT security for users;

## QUALIFICATIONS

- Tertiary qualifications in **Graphic design**;
- Tertiary qualifications in **Screen & filming and Interactive Digital Media (IDM)**;
- Training of Intel Objectives and key results **OKR goal-setting framework**;
- ECDL qualification in, **IT user fundamentals**;



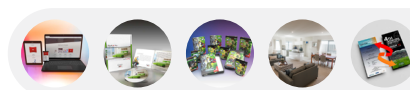
# PROFESSIONAL EXPERIENCE

2022 - PRESENT	<b>POSITION</b>	<b>Senior visual designer @VHS Virtually Human Studios</b>
	<b>COMPANY</b>	Virtually Human Studio is a leader in developing immersive entertainment experiences that leverage blockchain technology.
	<b>KEY ACHIEVEMENTS</b>	<ul style="list-style-type: none"> <li>Designed multiple campaign landing pages, achieving high conversion rates (35% - 48.5%)</li> <li>Developed all visual assets for a campaign that increased the company's primary product's social media awareness by 1500%</li> <li>Enhanced VHS's online presence through website redesign, social media assets, digital banners, EDMs, and performance marketing videos</li> <li>Led the creation of visuals for the Budweiser x Ledger Nano campaign, including promotional product packaging</li> </ul>
	<b>KEY RESPONSIBILITIES</b>	<ul style="list-style-type: none"> <li>Developed branding strategies and on-brand creative concepts for market-focused campaigns</li> <li>Collaborated with senior stakeholders to align visual strategies with business goals</li> <li>Designed and implemented efficient, customized user experiences based on research data</li> <li>Delivered outstanding campaign visuals on time and within budget</li> <li>Maintained up-to-date knowledge of industry trends to keep the company's visual approach competitive</li> </ul>

2020 - 2022	<b>POSITION</b>	<b>Senior designer @GBCA</b>
	<b>COMPANY</b>	Global Business College of Australia (GBCA) is a dynamic, cosmopolitan, and nationally recognized training organization.
	<b>KEY ACHIEVEMENTS</b>	<ul style="list-style-type: none"> <li>Led the rebranding of Edvantage Institute Australia, developing new logos, branding elements, social media concepts, marketing materials, websites, and signage</li> <li>Streamlined outdated forms and manuals, reducing admission administrative work by 50%</li> <li>Created social media campaigns for the EIA Bachelor of Marketing program</li> <li>Increased GBCA's business presence through website redesigns, user interface enhancements, rich media, and video content</li> </ul>
	<b>KEY RESPONSIBILITIES</b>	<ul style="list-style-type: none"> <li>Translated marketing objectives into compelling visual strategies</li> <li>Designed high-impact marketing collateral, including print and digital assets</li> <li>Managed video production, including planning, shooting, and post-production for YouTube and social media</li> <li>Ensured brand consistency across all visual communication channels</li> </ul>

2019 - 2020	<b>POSITION</b>	<b>Art director @Victorian Institute of Technology</b>
	<b>COMPANY</b>	Victorian Institute of Technology VIT is an accredited higher education provider, offering Higher Education & VET Courses.
	<b>KEY ACHIEVEMENTS</b>	<ul style="list-style-type: none"> <li>Led the rebranding of Rhodes College, creating new logos, digital images, social media concepts, marketing materials, websites, and interior design elements</li> <li>Developed a new training material layout that improved education quality and increased student satisfaction above 90%</li> <li>Established design standards for marketing collateral, presentations, advertisements, newsletters, and websites used across all training facilities</li> </ul>
	<b>KEY RESPONSIBILITIES</b>	<ul style="list-style-type: none"> <li>Oversaw the production and delivery of printed and digital assets</li> <li>Directed and executed HTML email marketing campaigns (EDMs)</li> <li>Designed creative assets for advertising, web, and event promotions</li> <li>Led concept development and idea generation for new marketing campaigns</li> <li>Created MBA learning modules for VIT's Moodle system</li> <li>Maintained brand consistency across all media</li> </ul>

2017 - 2019	<b>POSITION</b>	<b>Art director @Clear Bridge Group</b>
	<b>COMPANY</b>	Clear Bridge Group owns several brands that service both the commercial and consumer markets of the events & printing industry.
	<b>KEY ACHIEVEMENTS</b>	<ul style="list-style-type: none"> <li>Created and developed the ExpoSupplies brand, listing over 2,000+ custom-made products</li> <li>Produced product videos with 2.1K+ views, enhancing brand visibility</li> <li>Led product photography for a catalog featuring 2,000+ items</li> <li>Redesigned the company website, increasing site traffic by 27% and session lengths by 30%</li> </ul>
	<b>KEY RESPONSIBILITIES</b>	<ul style="list-style-type: none"> <li>Designed user-friendly product templates based on customer feedback, improving customer satisfaction</li> <li>Led the in-house design team, fulfilling all marketing, printing, and design requests</li> <li>Developed brand strategies and creative marketing campaigns across digital and print platforms</li> <li>Led CBG's video production, including pre-production planning, filming, and editing</li> </ul>



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2009 - 2017

**POSITION** Director @MyCeleb Graphic Design Studio

**COMPANY** Established in 2009, MyCeleb GDS a Melbourne based graphic design studio.

**KEY ACHIEVEMENTS**

- Led and managed high value projects, including the rebranding of Melbourne Sports and Aquatic Center (MSAC) and the creation of the Flow Rider brand
- Designed proposal layouts for high-value corporate contracts under tight deadlines
- Built and maintained strong client relationships, achieving high client satisfaction and approval rates

**KEY RESPONSIBILITIES**

- Established an in-house development team and optimized workflow processes
- Managed project timelines, deliverables, and budgets effectively
- Directed photo and video shoots, overseeing pre-production and post-production workflows
- Provided strategic creative direction and oversight for branding, marketing, and advertising initiatives
- Ensured timely delivery of high-quality projects within budget constraints

2007 - 2009

**POSITION** Senior designer @As seen on TV Hungary

**COMPANY** As seen on TV Hungary – was a toy and game developer – and a publishing company. It was the preferred licensee of Disney and Cartoon Network for the East Europe region.

**KEY ACHIEVEMENTS**

- Designed Cartoon Network-branded games, Winx magazines, and Narnia books
- Led the production of the company's 2008 product catalog containing 5000+ items
- Optimized the company's marketing collateral, modernizing designs to increase business volume

**KEY RESPONSIBILITIES**

- Developed and implemented brand guidelines for Disney and Cartoon Network product lines
- Managed product photography and packaging design.
- Published children's magazines and books
- Supported the CEO in executing company-wide branding and marketing strategies

2000 -

**POSITION** Graphic designer @Motorpresse Stuttgart

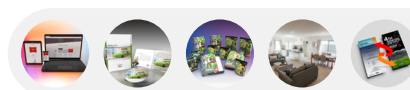
**COMPANY** Motor Presse Stuttgart publishes over 100 magazines across the globe, exploring topics such as motoring, lifestyle, and sport & leisure.

**KEY ACHIEVEMENTS**

- Designed layouts for Men's Health Magazine, GEO Magazine, and Auto Magazine
- Created innovative print media designs for magazines, brochures, and advertisements

**KEY RESPONSIBILITIES**

- Collaborated with copywriters, editors, and art directors to manage workflow effectively
- Delivered high-quality designs under strict deadlines in a high-pressure environment



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