

## EXPERIENCE

### Freelancer Graphic Designer

2014-now

*Designs by:*

- *storybooks*
- *visual brand identity*
- *freehand graphics and painting (graphite, carbon, watercolor, acrylic, oil, pastel)*
- *vector graphic illustration (retro slide fairy tale illustration and story writing)*
- *pre-press*
- *conception and realization of print projects* *What I particularly enjoy:*

*Being inspired by music and create something unexpected. (e.g. János Kulka - Hallelujah)*

*Giving my picture books into the hands of curious children, and notice the magic in their eyes (e.g. Ildi Vibók: All the World's a Theatre).*

*Seeing how children and families play my board games put them in a good mood, increased their excitement and I feel how heart-warming it is. (e.g. Advent board game, Advent Memories game)*

### F. Hoffmann – La Roche Ltd

#### AP Accountant

2022-now

- *accounting*
- *GEP, SAP*

### Graphic Designer & Tourism Manager

#### Bakony and Balaton Regional Tourism Nonprofit Ltd.

2014-2020

- *creative support for the development of local tourism*
- *support for regional cooperation from a tourism perspective (Bakony Expo)*
- *to make tourism trends and ideas inspired by regional uniqueness known to the publicize tourism participants*
- *text writing and content creation both for online and offline publications*
- *supervising the production of publications*
- *event organization (exhibitions, press conferences, competitions)*
- *creative and technical support for the production of film and photographic material*

## BACKGROUND

- » *storybook illustrations*
- » *book covers and interiors*
- » *board games*
- » *logos*
- » *visual identity*
- » *catalogs*
- » *flyers*
- » *branding*
- » *advertisements*
- » *online ads*
- » *tradeshow marketing materials*
- » *brochures*
- » *postcards*
- » *photo retouching*
- » *online banners*

## PLATFORMS & SOFTWARE

- » *Corel Painter*
- » *Adobe InDesign*
- » *Adobe Illustrator*
- » *Adobe Photoshop*
- » *Microsoft Office*
- » *Google Analytics*
- » *Google Docs*
- » *Wordpress*
- » *Windows*
- » *Facebook*
- » *Pinterest*
- » *Instagram*
- » *Inkscape*
- » *Scribus*

## LANGUAGE SKILLS

- » *German*  
Upper Level Language Examination (C)
- » *English*  
Intermediate Language Examination for Economics and Management (C)
- » *Italian*  
Beginner level

continued...

- production of social media graphic content

*The beauty of this work:*

*Experiencing that there is openness for creative solutions even in a more conservative environment.*

*The exciting challenge, what the realization of the magazine of Geoparks 5 countries has meant to me.*

*The confidence I received after creating a popular publication of the Bakony Expos to update the design of the exhibition.*

*The proactive mentality of the team, which prompted me to compose an atmospheric video tour.*

*The Norwegian study tour, where I learnt for life that the word problem does not exist, it is actually a challenge.*

## Marketing Assistant

### Österreich Werbung - Budapest

2011 - 2014

- organization of events (workshops, exhibitions), coordination of co-operations, organization of competitions

- preparation of statistics and final reports

- press monitoring, maintaining contact with press representatives, journalists

- making translations, writing texts for press releases and for the website of the Austrian National Tourist Office

*The positive experiences that have stayed with me:*

*It was formative to get to know the farsightedness, complex view and professionalism of an exemplary tourism organization.*

*Organizing interesting and individual press trips. (e.g. challenging, exciting organization of tours in Austria for András Jókuti, Zséda - 2013 Travel with me! calendar press trip, photo shoot).*

*Finding the right style and atmosphere when translating from German into Hungarian.*

## Trainee

### Austrian Embassy - Foreign Trade Office - Budapest

2010

- identification of export opportunities for Austrian companies

- organizing various events, press monitoring

- making technical translations

*I am glad that I worked here as an intern:*

*Even as an intern, I gained confidence and felt that I could support the progress of the organization with my work, and at the same time, I experience challenges and exciting areas.*

## PROFIL

- » sense of humor
- » curiosity
- » desire for knowledge
- » openness to the world and to innovations
- » photography experience
- » creativity
- » sense of beauty
- » artistic perspective
- » steadiness
- » enthusiasm

## EDUCATION

BUDAPEST UNIVERSITY  
OF ECONOMICS  
FACULTY OF FOREIGN  
TRADE ECONOMIST  
SPECIALIZING IN  
DIPLOMACY 2010

SENPAI CONSULTING  
HOTEL ONLINE  
MARKETING MANAGER  
COURSE 2014

## PUBLISHED STORYBOOKS

- » Luca az 1 B-ben
- » Pomádé király új ruhája
- » Színház az egész világ
- » Opera