

# Daniel Balazs

danielbalazs@me.com  
www.danielbalazs.com

Being a good product designer  
means being a good problem solver.

## EDUCATION

Sept 2010      **DIPLOMA OF GRAPHIC DESIGN**  
May 2012      *Florence Design Academy* · FIRENZE, IT  
Graduated with High Distinction

## EXPERIENCE

April 2015      **CREATIVE DIRECTOR**  
Present      *Abode* · NEW YORK CITY, USA  
Leading the development through the production both in the user interaction and the visual identity of the product. Applying the brand across online and offline interfaces.

March 2012      **FOUNDER**  
Present      *Design Ucca* · BUDAPEST, HU  
Creating identities, print pieces, websites, wine packaging for a wide range of brands. Management of all product and branding initiatives from conception to final product.

May 2012      **SENIOR PRODUCT DESIGNER**  
March 2015      *Qbeats* · NEW YORK CITY, USA  
Responsible for the company brand & visual development. Perform usability testing and synthesize data into concrete visual production.

Sept 2010      **DESIGNER & MAKER**  
May 2012      *Freelance* · FIRENZE, IT  
Responsible for leading companies toward their branding, create memorable user interface designs and provide impactful art direction mainly for the fashion industry.

June 2009      **BRAND DESIGNER**  
Febr 2012      *Naturelle* · PUY SAINT VINCENT, FR  
Initially responsible for project management and execution of developing new ideas in the event-planning industry. Worked in Hungary and France.

Sept 2008      **DESIGN INTERN**  
March 2009      *Stage Electronic* · BUDAPEST, HU  
Create graphic user experience for both hardware and software machines in the theatre stage electronic industry.

## SKILLSET

Photoshop  
Illustrator  
InDesign

Sketch  
Principle

Photography  
Typography  
Print

CSS (basic)  
HTML (basic)

## HOBBY

Photography  
Traveling  
Kayaking  
Snowboarding