

# DENES HETENYI

## UX/UI & PRODUCT DESIGN

hello@deneshetenyi.com  
32b quai Gillet, 69004 Lyon, France  
deneshetenyi.com  
+33 6 797 87 059



## Experience

### FREELANCE IN DESIGN – Self-employed

Since 2014, Lyon, France

#### MAJOR PROJECTS:

- › **International Research Network in Sport Tourism, Lille, France** – IRNIST is a fresh and growing non-profit network of academics and professionals in Sport Tourism, aiming to facilitate and promote international collaboration.
  - Defined the brand identity and designed the logo, with strong client involvement
  - Assess requirements and plan functionality for the new irnist.com website. UI design and full construction of the website is in progress, with a limited working version already online.
- › **e-MediQ eHealth app – Bulldog Technologies, Amsterdam, The Netherlands** – e-MediQ (formerly QRVisio) aimed to be an eHealth app encompassing the entire customer journey of drug administration and usage, from the prescribing doctor through the pharmacist to the patient. The project ended pre-alpha in late 2014.
  - Worked together with a scrum team of front-end and full-stack developers
  - User Experience design: conducted functionality assessment and in-house heuristic testing
  - User Interface and graphic design: designed the logo, the brand identity, and the palette; created rapid iterations of sketches, wireframes, mockups, and lo-fi prototypes of the app; designed the special icon-set used in the app
- › **Product Management and Design – Loisirs VTT, Lyon, France** – Loisirs VTT is a chain of two, high-end cycling stores
  - Created visual marketing content: monthly newsletters, promotional materials; Designed a new storefront
  - Realized an overall product range optimization, in-store and online (result: 17% decrease in cart abandonment)
- › **Consulting – Vivetech Ltd., Budapest, Hungary** – Provide technical consulting for the creation of a usability testing documentation, related to improving the user experience and the ergonomics of virtual reality systems

### ASSISTANT DESIGN PROJECT MANAGER – Sparkle Design Agency (Open D Group)

2013, Paris, France

- › Coordinated and assisted design projects for packaging, POS materials, and other promotional materials
- › Conducted feasibility studies regarding materials & finishing, and technological and production requirements
- › Handled the printing processes with subcontractors for printed jobs and projects
- › Acted as a liaison between clients and our design team, enabling a smooth design process and ensuring client satisfaction

### ASSISTANT PRODUCT MANAGER – Philips Consumer Lifestyle

2012, Amsterdam, The Netherlands

- › Supported the overall Mid-Life Update & uniformization for PowerTouch & AquaTouch shaver ranges (40+ models)
- › Worked with market intelligence and research on user insight studies for user experience enhancement projects
- › Contributed to long-term global new product development projects (Click & Style Youth Shaver, JetClean redesign)
- › Performed market analysis, technology tracking, and competitor monitoring to support global life-cycle management

### ASSISTANT PRODUCT MARKETING MANAGER – L'Oréal Hungary

2011, Budapest, Hungary

- › Managed design and production with the partner agencies regarding POS and other print materials for ongoing campaigns

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## Education

### Specialization in **INTERACTION DESIGN** – University of San Diego California

2016 - 2017, online degree

- › Eight-course intensive specialization based on the University's accredited **User Experience Design** certification. Courses include, among others: Human-centered Design, Human-Computer Interaction, Social Interactions, User Research, Input and Interaction, Conducting and Analyzing Studies, Testing, and Wireframing and Responsive Design. Final capstone project is in progress.

### Master in **MARKETING RESEARCH AND DECISIONS** – University of Montpellier I, ISEM

2011 - 2013, Montpellier, France

- › Degree with strong emphasis on designing and conducting research, a wide range of statistic methodologies, and their application in real-life cases, as well as strategic marketing, product marketing, and business marketing. Thesis work focused on sustainable marketing, and included a research resulting in a potential sustainable market segmentation.

### BSc & MSc in **ENGINEERING & MANAGEMENT** – Budapest Univ. of Technology and Economics

2006 - 2013, Budapest, Hungary

- › Chosen Masters specialization: product design, product development, and ergonomics. The specialization encompassed related economic and management fields as well. Master thesis focused on sustainable design best practices, user experience and consumer attitudes towards sustainable products, and the strategic possibilities therein.

## Skills

### DESIGN TOOLS

Illustrator, InDesign, Photoshop; Autodesk Inventor; Axure, Balsamiq, Marvel (novice)

### UX & DESIGN

Prototyping, Rapid Prototyping, Wireframing, Heuristic Evaluation, Interaction Design, Journey Map, Personas, Responsive Design, Design Thinking, Human-centered design

### RESEARCH TOOLS

IBM SPSS, R.Studio

### RESEARCH

Experiment Design, User observation, A/B+ Testing, Statistical analysis, Factor analysis, Conjoint analysis, Q-method, Talk-aloud, Quantitative & qualitative studies, Survey design

### WEB LANGUAGES

HTML5, CSS3, SASS, PHP (intermediate), JavaScript (novice)

### OFFICE

Mac/PC, MS Office Power User (Excel, PowerPoint, Word)

### ENGLISH

bilingual – CAE C1, TOEIC: 990 (out of 990)

### FRENCH

bilingual – DALF C1

### HUNGARIAN

native speaker

I also like to: go out mountain biking (being an ex-semipro racer) and cycling to work; To sail, whether it is participating at a regatta or just going day-sailing; Landscape and still photography; And generally everything about product design.