

Balogh Levente

Senior UI/UX Designer & Frontend Developer

hello@kravitz-design.com

LinkedIn

kravitz-design.com

Professional Summary

Versatile and results-driven UI/UX Designer and Frontend Developer with over 15 years of experience bridging the gap between design and code. Proven track record of founding a successful independent studio and delivering high-fidelity interactive prototypes, responsive web experiences, and scalable design systems for high-profile international clients.

Professional Experience

Co-Founder & Lead Designer / UI Developer guitarground.com

- **Product Strategy:** Co-founded the platform, steering product vision, layout, and feature architecture.
- **Branding & UI/UX:** Handcrafted the entire visual identity, logo design, user flows, and comprehensive UI system.
- **Frontend Engineering:** Built 100% of the responsive, static HTML and CSS architecture from scratch, ensuring clean semantic structure and optimal page performance.

Founder & Senior UI/UX Designer Kravitz Design Studio | 2022 – Present

Founded and operated an independent design studio focused on end-to-end UI/UX design, responsive web experiences, and frontend implementation for international clients and organizations.

- **Design & Strategy:** Engineered comprehensive UX/UI strategies, high-fidelity Figma prototypes, and robust design systems from briefing to final delivery.
- **Frontend Development:** Implemented responsive, pixel-perfect frontend layouts using HTML, CSS, and SCSS.
- **Selected Client Highlights:**
 - **happyrecruiter.com & dorathebot.eu:** Executed full product lifecycle design and development. Created corporate logos, engineered end-to-end UI/UX layouts, built responsive HTML frontends, and designed custom interactive chat interfaces with fluid chat animations.
 - **British Petroleum (BP):** Designed interactive Figma prototypes and specialized career page experiences.
 - **Swedish Academic Institutions:** Authored and developed academic recruitment and career-related pages for Sweden-based organizations.

Head of Design | Baza7 (baza7.ro) | 2021 – Present

Served as the exclusive designer for the largest professional freelancer community in Romania, orchestrating all design initiatives within an enterprise-grade ecosystem of developers and IT professionals.

- **Design Leadership:** Acted as the sole design authority, leading user experience (UX) strategy, visual design (UI), and cross-functional product alignments with engineering teams.
- **Collaboration & Delivery:** Bridged the gap between creative execution and high-level IT implementation, translating complex community requirements into scalable components and clean design systems.

Web Designer & Frontend Developer Lynx Solutions | 2010 – 2019

Delivered cross-functional design and development solutions across a diverse portfolio of web, mobile, e-commerce, and print projects.

- **UI/UX & Graphic Design:** Executed user-centric mobile and web layouts, webshop designs, and print graphics.
- **Frontend Implementation:** Developed responsive layouts utilizing industry-standard frameworks.
- **CMS Development:** Built custom, responsive WordPress themes tailored to unique client requirements.

Core Expertise

Design & UX/UI

UI/UX Strategy & Layouts

Branding & Logo Design

Design Systems

Interaction & Animation Design

Frontend Development

HTML5 / CSS3 / SCSS

Bootstrap & Foundation

Static Site Optimization

WordPress Custom Themes

Management & Strategy

Figma

Product Co-founding

Client Communication

Cross-border Collaboration