

EMESE FELLEGI

SENIOR PRODUCT
DESIGNER

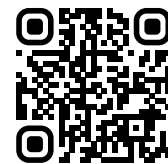


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🌐 emese-fellegi

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PORTFOLIO

Product Designer with 6+ years of experience. Professional graphic designer (8+ years) with top-level skills in Photoshop, Adobe Illustrator, Figma and CAD modeling. Owner of various design projects for 30+ clients focused on branding, mobile design, UX wireframes, and pitch designs to clients.

EDUCATION

September 2017 - January 2020

Budapest University of Technology and Economics

Master's Degree in Industrial and
Product Design

+ **Università di Trento, Italy**
Industrial Design Engineering

+ **City University of London, UK**
Industrial & Product Design
Engineering

+ **Politecnico di Milano, Italy**
Industrial Design Engineering

September 2013 - February 2017

Óbuda University

Bachelor of Science in Industrial
Design Engineering, Packaging
Design Specialization

CERTIFICATIONS

Georgia Tech (Coursera)
Introduction to User Experience
Design

CXL (online learning)
Landing page optimization,
Applied Neuromarketing,
Digital Psychology and
Behavioral Design

Udemy (online learning)
UX/UI Design Mastery

LANGUAGES

English | Intermediate
German | Intermediate
Italian | Beginner
Hungarian | Native

Senior Product Designer

Yettel Hungary Zrt. | Törökbálint | Hybrid

August 2023 - Present

As a Senior Product Designer within Yettel's Digital Tribe, I play a key role in shaping the company's digital products, leading UX/UI direction across high-impact initiatives such as **Yepp, Tourist eSIM, Device Renewal (app & web), Yettel Full, and Yettel TV in app**. I work closely with Product Owners, Customer Insight Team, CX Team, Prepaid Squad, Yepp Squad, IT developers and external agencies to deliver user-centric, scalable digital journeys for customers. I also actively contribute to the evolution of Yettel's Design System, ensuring consistency and usability across platforms.

Key Achievements & Impact

- **Yepp**, Yettel's first digital data journey - Joined at the very beginning and helped design the entire experience from concept to delivery. Influencing both strategy and execution from scratch, supporting the press release with innovative journey showcasing (videos and ProtoPie interactive app showcase with high-fidelity prototype).
- **Device Renewal** in app - Delivered intuitive upgrade and subscription renewal flows based on qualitative insights and quantitative data. Ensured clarity, transparency, and consistency across app and web. Designed new components to expand the Design System.
- **Tourist eSIM Journey** - Led UX/UI design end-to-end (from discovery to delivery) for a new digital flow tailored to international visitors. Created seamless onboarding and purchase journeys in close collaboration with the Prepaid Squad agile team.
- **Yettel TV in app** - Created mobile-first ordering flow directly in the Yettel app. Collaborated cross-functionally to align with business logic and backend constraints.

Core Responsibilities

- Actively contribute to Yettel's digital transformation by designing and iterating in an **agile setup** (Prepaid Squad), ensuring rapid, high-quality delivery.
- Design end-to-end user journeys and improved multiple critical user flows across web and app, ensuring usability, accessibility, clarity, and consistency across touchpoints (e.g.: Menu redesign, Roaming on web).
- Contribute to Yettel's Design System, creating and refining components to support scalable, cross-team development.
- Ensure consistency across projects by advocating reusable patterns, accessibility (WCAG), and UX quality standards.
- Collaborate with CX and Customer Insight Teams to integrate usability testing, user insights, and A/B test results (Useberry) into design decisions.
- Strengthened collaboration between Yettel and external partners (like Barion Payment), ensuring aligned product workflows. Coordinated external agencies and managed the delivery of creative and visual assets to ensure consistent quality across projects.
- Took an active role in planning and delivering in-house and onsite teambuildings across Hungary and Czechia, supporting community-building and strengthening team dynamics.

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TOOLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premier Pro

CAD modeling: Blender, Shapr3D
3D Printing

Davinci Resolve

Figma

ProtoPie

Webflow, Wordpress

Confluence, Jira, Miro, Trello, Asana, Clickup

AI tools: Adobe Firefly, Claude, Figma Make, Google Stitch, Relume AI

SKILLS

Soft skills

Design Thinking

Problem Solving

Effective Communication

Stakeholder Management

Interaction Design

Detail-oriented

Team player

Hard skills

Wireframing

Prototyping

Market research

Learning new tools quickly

Sketching

SELECTED AWARDS

Scientific Students' Associations
(2017) - 1. place

Hungarian Chamber of Engineers
Diploma Award (2020)

MENTORING WORKS

Course Instructor

2022/1, 2023/1, 2025/1

3D Design (on-site)

MOME University

Thesis reviewer - from 2018

Óbuda University, BME University

PUBLICATION

12+1 UI design tips to increase
conversion rate (article)

Graphic Designer

Shapr3D | Budapest

April 2020 - March 2023

Creating key visuals for a broad range of content types from CAD modeling, sketching, animations, for several social media platforms, application usage on different device types, and website.

- Key visuals for Apple App Store and Microsoft Store, website, business specific landing pages, 3D modeling and visual asset creation.
- Affiliate marketing materials for Apple, Wacom, Microsoft Develop3D, TechSoft3D and the Chinese market.
- Played a key design role in the first and second online Shapr3D Showroom events, creating key visuals, website elements, and assets for targeted campaigns.
- Homepage, landing pages and feature pages design in Figma, implementation in Webflow.
- Contributed as part of a design team to the creation of digital and print graphics for marketing campaigns, job fairs, email marketing, events, contests, and employer branding.

Freelance Brand & Product Designer

Self Employed | Budapest | Remote

2019 - Present

- Led end-to-end brand identity projects for entrepreneurs, developing logos, typography systems, color palettes, and brand guidelines.
- Designed mobile-first UX/UI for websites and e-commerce platforms.
- Designed and built websites in Webflow and WordPress.
- Created graphic assets for social media, advertising campaigns, and marketing materials across digital and print platforms.

UI Designer

7Digits Marketing Agency | Budapest

June 2020 - December 2022

Contract Graphic Designer in the beginning became a UI designer later on. Responsible for UX/UI design using Figma to provide solutions for a variety of clients.

- Created user-centered designs for web and mobile, involved developers and consulted with clients directly.
- Developed wireframes, user flows, from lo-fi & hi-fi prototypes to complete visual designs for UX/UI systems to effectively communicate and pitch design ideas.
- Finding complex solutions to high profile clients with the focus on the connection between design decision and certain success metrics.
- Worked with project managers, accountants and developers to create technically feasible design solutions for clients.

Graphic Designer & Illustrator

March 2020 - May 2020

My main responsibilities were to develop illustrations, logos and infographics for print and online. Creating social media creatives, logo animations.

- Designed a wide range of digital assets for B2B and B2C sites, comms, social media channels with a mobile-first and desktop-second approach
- Mentoring intern and inhouse graphic designers
- Worked on communications material including catalogues, brochures, leaflets, e-books, POS materials or advertisements.
- Image retouching & branding for social media communications

Previous work experiences

- **Digital Design Intern** | Vodafone SSC Hungary | Budapest | 2018-2019
- **Process Support Intern** | T-Systems Hungary Ltd. | Budapest | 2016-2017
- **Production Assistant** | Design Terminal | Budapest | 2015