

DÉNES HETÉNYI



hello@deneshetenyi.com

+36 70 280 9868

deneshetenyi.com

linkedin.com/in/deneshetenyi

*Click and check out my
LinkedIn to see details
that didn't fit here*

EXPERIENCE



Your next Lead Designer

Your company ▶ The near future –

I'm actively on the lookout for my next challenge. If you're searching for a Lead Designer to empower your team and to elevate your product: let's connect and explore how I can contribute to your company's success.



Figma Course Instructor

SKVOT ▶ since 2023

Built the curriculum and ran the "on-offline" style 14-session evening course 2-3 times a year, elevating junior designers to an experienced level in Figma. Developed course content, held the real-time lectures and workshops, and evaluated and graded students' work



Head of Product Design

Beyond Aero ▶ 2021 – 2023

Beyond was the successor to Black Swan Data's Fethr team ↓, focusing on creating amazing digital experiences for travelers and those who serve them. In 2023 the pillar product Ecrew/Epax moved in-house at GateGroup, essentially dissolving Beyond.

- ▶ Defined the product strategy in collaboration with the Head of Technology.
- ▶ Spearheaded the research on internal new products: 5 new concepts in FY'22.
- ▶ Led UX design and user-testing of new features for Ecrew/Epax, an in-flight service app ecosystem developed for GateGroup. In 2022 with the design team we contributed to the on-time shipment of 4 entirely new modular features.
- ▶ Ran people and admin management for the Budapest office. 360 reviews and pulse surveys showed significantly rising employee satisfaction with leadership Q4'21 → Q4'22.
- ▶ Supervised product design for external projects such as Sony Hawkeye and Justip.
- ▶ Recruited for the in-house design team, and other Budapest office positions.



Lead UX Designer

Black Swan Data IFEC ▶ 2021

Black Swan Data's Fethr was a leading IFEC provider (In-flight Entertainment & Connectivity/Commerce), with major airlines running its passenger- and crew-facing systems. Fethr became Beyond ↑ in Q4'21. The brand changed, the people and the power to innovate remained.

- ▶ Led user research and discovery for Ecrew/Epax. Already in its rollout phase the user-facing Epax platform achieved an increase of 35%+ in spend-per-head at one of the major European low-cost airlines.
- ▶ Rebuilt Ecrew design libraries as an Apple HIG-compliant, modular, atomic design system. Cut feature delivery time by 30%, shortened iteration cycles, and streamlined engineering handover. Cabin crews reported fewer errors and increased usability satisfaction.



Lead UX/UI Designer

Vodafone Hungary ▶ 2017 – 2020

- ▶ Drove adoption of user-centered practice across the company, and shifted how design's value was understood, under the CEO's "Digital first" mandate.
- ▶ Established and led the 5-person agile Digital Design Team, mentored junior designers.
- ▶ Executed all UX & UI aspects of the full-scale redesign for the Vodafone site and the webshop, with 600+ pages and interfaces, and several dozen user journey maps. Earned Vodafone Group's "Leading by Excellence" merit for the Q2 2018 global town hall meeting.
- ▶ Unified visual and interactional consistency of all digital platforms including the MyVodafone App (iOS and Android).
- ▶ Worked with the whole Digital Division to boost the digital T-NPS score from -20 to a stable 45+ in one year (Q1'18-Q2'19).

-  **Digital Product Designer** ▶ *Instructure, 2025*: Designed AI-powered product features (project under NDA).
Freelance ▶ since 2014
- ▶ *22.design, 2020*: Vodafone Source Design System implementation from Sketch to a governed Figma source of truth; Interaction flow design, pixel-perfect design creation, and prototyping.
 - ▶ *Confidential Client, 2020*: Interface for a safety-critical app in an accident-prone logistics and material-handling environment.
 - ▶ *Bulldog Technologies (Amsterdam, The Netherlands), 2014*: Full stack product design and testing for the QRVisio e-health app (discontinued).
-  **Asst. Design Manager**
Sparkle Design Agency ▶ 2013
(Paris, France) Coordinated design projects for packaging, POS materials, and other promotional materials.
-  **Assistant Product Development Manager**
Philips Consumer Lifestyle ▶ 2012
(Amsterdam, The Netherlands) Worked with the product design team and the marketing teams on user experience and retail experience improvement projects for Male Grooming products.

SKILLS

Design systems & governance

Token architecture, atomic component libraries, contribution and adoption models, system documentation, service design, two-sided ecosystems

Platform & interaction design

Cross-platform proficiency (iOS, Android, web), interaction and flow design, information architecture, prototyping

Research & validation

Discovery & user research, usability testing, quantitative methods (SPSS, R), qualitative methods, NPS/T-NPS

Management & Leadership

Cross-functional partnership (Product, Engineering, Marketing), mentoring, team building, OKR, dual-track agile, 360 reviews

AI-assisted design

Claude Code & Design, Figma Make, Framer Workshop, Lovable, UXPilot

Tools

Figma, Framer, Sketch, Storybook, Webflow, Jira, Confluence, Liferay DXP
HTML5, CSS3, SASS, JavaScript (novice)

English bilingual (CAE C1)

French bilingual (DALF C1)

Hungarian native speaker

EDUCATION

Interaction Design Specialization

University of San Diego California ▶ 2017

- ▶ Intensive, remotely taught specialization course based on the University's accredited User Experience Design certification.

MSc & BSc in Engineering and Management

Budapest University of Technology and Economics (BME EPT) ▶ 2010 & 2013

- ▶ Specialization: **product development, product design, and ergonomics.**
- ▶ Master thesis focused on sustainable design best practices, user experience and consumer attitudes towards sustainable products, and their strategic possibilities.

Master in Market Research & Decisions

Université de Montpellier I (UM1 ISEM) ▶ 2013

- ▶ Degree with an emphasis on **designing and conducting qualitative & quantitative research**, and the theory and application of a wide range of statistic methodologies.

SOME OTHER THINGS ABOUT ME

How I design

When ideas come to mind I usually want see if and how they work, and try them in some way: pen and paper, DIY props, prototypes, or even a 1 AM discussion with a friend.

Why I design

Those exciting 'ta-daa' moments where an idea starts to come to life, or when users get through a test session with no pain points – those moments never cease to motivate me.

Where you can find me when off the clock

Sailing on Lake Balaton; In a forest, riding a mountain bike; Hiking on some remote island; Tinkering on a DIY project; Or reading fiction or something work-related.

