



LÁSZLÓ FÖLDVÁRY

SENIOR PRODUCT DESIGNER

UI/UX & DESIGN SYSTEMS

ABOUT ME

Senior Product Designer & Design Engineer with 25 years of experience (e.g., Siemens). I specialize in building high-leverage product experiences by fusing human-centered design with AI-augmented workflows. My current focus is redefining Design Ops: bridging the gap between architectural logic and production-ready code, drastically accelerating the prototype-to-product cycle through AI-driven automation.

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🌐 www.foeldvary.com

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CONTINUING EDUCATION

Google AI - UX Design Certificate

2026 – In Progress

Cross-platform UX ecosystems and accessible design frameworks.

Multimedia Design

Multimedia Kolleg Innsbruck 1999

Focus: Digital Media & Interactivity

Dtp Grafik Ausbildung

BFI Salzburg 1998

Focus: Print & Layout Technology

SKILLS

Creative Tech: Google Stitch,

Figma,

Photoshop / Illustrator,

After Effects / Rive / Cavalry,

AI-Workflow (Gemini, Claude, Grok),

NotebookLM (Strategy & Analysis),

Cloud Dev: Google Anti-gravity,

Blender / Affinity,

Dev-Handoff (GitHub, Netlify),

PROFESSIONAL EXPERIENCE

AI Design Operations & Creative Technologist

Senior Product Designer | Independent R&D

● 2022 - Present

AI Content Ops: Built an automated pipeline bridging UI microcopy and production-ready code.

Localization Velocity: LLM-driven automation for content variations and multi-language consistency.

Strategic Logic: Using NotebookLM to simplify complex iGaming regulations into clear UX terminology.

Proof-of-Concept: www.földvary.com [eWa-App](#)

Senior UI/UX Designer | Siemens-ETM

(WinCC OA)

● 2019 - 2022 📍 Eisenstadt

Responsible for UX/UI design of WinCC OA.

ACHIEVEMENTS & RESPONSIBILITIES:

Industrial SCADA Systems: Led the UI/UX modernization of world-market-leading industrial platforms for critical infrastructures (WinCC OA).

Scalable Design Systems: Engineered atomic design libraries for complex industrial HMIs, ensuring cross-platform consistency and cognitive load optimization.

Stakeholder Management: Bridged the gap between high-level industrial logic and user-centric interaction models.

CLASSICAL EDUCATION

CLASSICAL ART & GRAPHICS (DIPLOMA)

ART GYMNASIUM ION VIDU, TIMISOARA

Focus: Anatomical Drawing, Composition Theory, and Color Theory.

1986 - 1991

VOCATIONAL SCHOOL

Vocational School Kremsmünster

1992 - 1994

LANGUAGES

German *Native Proficiency,*

Hungarian *Native Language,*

English *Fluent in speaking,*

CORE COMPETENCIES

USER-CENTERED DESIGN,
DESIGN SYSTEMS (ATOMIC),
AGILE DESIGN (SCRUM),
RAPID PROTOTYPING,
HMI & TOUCH ERGONOMIE,
DESIGN-TO-DEV HANDOFF,

PERSONAL

I am a lifelong learner with a deep passion for the evolution of technology.

In my free time, I collect and restore vintage technology: from analogue turntables to early computer systems and classic operating systems.

This enthusiasm for the "roots of digitalisation" sharpens my eye for timeless design principles and user-centred logic.

Senior UI Designer & Art Lead | [Greentube \(Novomatic\)](#)

- 2008 - 2018 ♡ Wien

Decisive shaping of global UI standards for market-leading casino products over a decade.

ACHIEVEMENTS & COMPETENCIES:

Lead development of UI systems for over 50+ high-performance slot games with focus on Cross-Platform Usability (Mobile-First).

Close collaboration with Technical Leads to optimize Asset Pipelines and UI performance.

UI-Designer | [Altova](#)

- 2007 - 2008 ♡ Wien

Systematic Icon Design: Creation of cross-platform desktop icon sets in multi-resolution formats (including monochrome adaptations for specific UI states).

Web Interface Optimization: Visual maintenance and optimization of web assets for corporate presence.

UI Designer & Concept Artist | [Amatic Industries](#)

- 2003 - 2007 ♡ Regau

Focus on design research and integration of motion graphics into cohesive game worlds.

Thematic Research: Conducting intensive cultural-historical studies (e.g., Egyptology for "Pharaoh", Norse Mythology for "Viking") to create authentic graphical worlds.

UI Designer / Ergonomics-Pionier | [Funworld AG](#)

- 2000 - 2003 ♡ Schörfling am Attersee

Interface Ergonomics: In-depth experience in element placement to avoid occlusion by the human hand (Hand-Occlusion-UX) – a principle that is essential in mobile apps today.



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