

Földvály László

Senior UI/UX Design Architect | Visual Artist

Fusing 25 years of design legacy with future-proof
AI-augmented workflows.



www.foeldvary.com | LinkedIn

eWa: *Wallet App*

Product Design & Strategy | The Austrian Market Challenge

The Mobile Wallet: Comprehensive Digital Services and Payments

A források a modern digitális felhasználói élmény (UX) és a felhasználói felület (UI) legfrissebb irányzatait mutatják be, különös tekintettel a kereskedelemre és a mobilalkalmazásokra. A szövegek részletezik a 25-ös trendeket, például az AI-integrációt, a helyalapú szolgáltatásokat és az érzelmevezérelt design, miközben gyakorlati tanácsokat adnak a konverzió optimalizálásához és a prototípusgyártáshoz. Bemutatják az AntiGravity és a Flutter nevű nyitvatartó eszközöket, amelyek lehetővé teszik az applikációfejlesztést programozói tudás nélkül, pusztán mesterséges intelligencia segítségével. A szöveg emellett kitér a grafikai tervezés alapelveire, a színelméltre és a tipográfia fontosságára is. Végezetül olyan sikeres példákat láthatunk, amelyek egyszerűen és intuitíven építik fel a felhasználói felületet. Az összefoglaló rávilágít, hogy a digitális pénzügyi szolgáltatások a funkcionális és az esztétika tökéletes egyensúlyán múlik.

Planning: Notebook LM

Wireframe via Stitch

Building: Antigravity

Structuring complexity: From initial user flows and pencil sketches to high-fidelity architecture, focusing on logical payment paths.



The Austrian Market Challenge

The challenge was to build a secure, user-centric wallet application from scratch for the Austrian market. This required balancing strict financial security standards with a seamless, intuitive user experience, ensuring scalability for future integrations.



eWa : *Wallet App*



Seamless Interaction

High-fidelity prototypes validated through user testing.



Adaptive UI

Fully responsive layouts across all mobile device standards.



Development Ready

Comprehensive documentation and asset export to Xcode/Android Studio.

Native Android Demo
Scan to download the APK.



Note: As this is a self-hosted technical build (not yet on Play Store), please select "Install anyway" if prompted by Android security. The app is a safe, verified demo of my development workflow.



Or: **Web Version** (Browser-ready)
Instant access for **iOS** and **Desktop**.



Design System:

Component-based architecture built for rapid scaling and consistency.

Dark & Light Mode:

Native support for both themes, optimized for any lighting condition.

Accessibility (WCAG):

Color contrast and typography optimized for AA accessibility standards.

The handoff to engineering wasn't a static PDF, it was a working application with simulated payment logic.

SHADOW CARTELS

The Goal

Designing a high-density dashboard for a Noir strategy world, where the player manages hundreds of real-time variables across a procedural vector map.

Key Strategic Points

Atomic UI Library: Built a scalable design system for consistent iteration and component reusability.

Cognitive Load Management: Reduced information noise through a "context-first" HUD that reveals data only when relevant to the current phase.

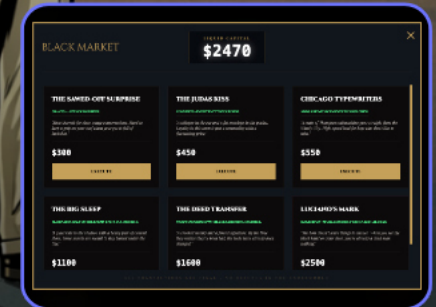
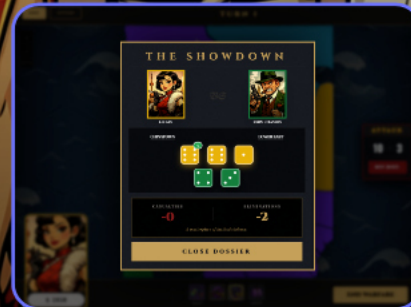
Dynamic Vector Cartography: Custom-built interactive map system utilizing SVG-data integration for real-time status updates.

AI-AUGMENTED WORKFLOW:

Leveraged AI Studio & Large Language Models to accelerate the prototyping cycle by 3x, from architectural logic to reactive narrative assets.

DEEP STRATEGY UI

System-Centric | **Product Design**

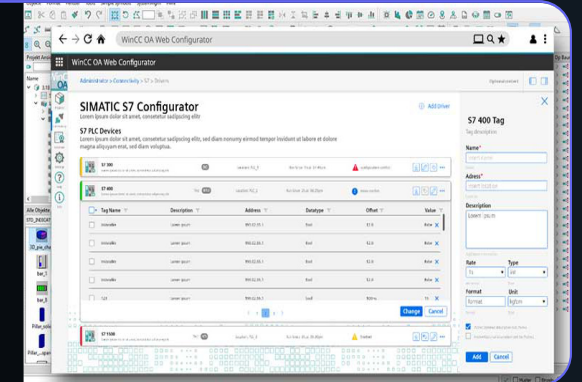


SIEMENS – WINCC OA.

Industrial HMI SCADA System Design

The Mission:

Modernizing the UI/UX for a world-market-leading industrial SCADA platform used in critical infrastructures.



GREENTUBE : 10 YEARS OF LOYALTY

Visual Lead for Global Multi-Platform Products

Professional Legacy:

Served as Visual Lead for over 50+ successful cross-platform titles, contributing to Greentube's global dominance.



AMATIC INDUSTRIES : BEYOND THE PIXELS

Research - Driven Conceptual Design

My work at Amatic was defined by deep immersion. For projects like "Pharaoh," I conducted extensive Egyptological research to ensure visual and cultural authenticity.



Funworld / Photoplay Pioneering

Interaction Design Pioneer
(Funworld)

*Designing touchscreen interfaces in 2000,
long before it became a global standard.*



Software Stack: Figma | Adobe CC (PS, AI, AE) | Affinity Suite | AI Tools (Gemini, Claude, Grok) | Blender | Rive | Cavalry

Development Literacy: HTML/Tailwind CSS basics | GitHub, Netlify | Agile/Scrum.

Expertise: UI/UX Architecture | Atomic Design | Interaction Systems | Game UI | Motion Graphics.

Ready for New Challenges | Senior Roles

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