



DÁNIEL Z. ACZÉL

UX LEAD

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WHERE I HAVE WORKED

IN A NUTSHELL



strategy

project management

data driven

research based

measurable success

managing externals

company-wide efforts

strategic thinking

creating roadmaps

accessibility champion

managing guilds

contributing to company culture

collaboration

teamwork

GOTO (FORMERLY LOGMEIN GMBH.) - PRODUCT DESIGNER

since 2018 Germany / Hungary

Chameleon Design System - Mobile lead

I've lead the creation and maintenance of the company-wide mobile version of our design system.

GoToMeeting app design - Lead designer

Using research and data I have been involved from strategy to execution in several industry leading mobile apps, such as GoToMeeting and GoToMeeting Messenger. These mobile apps had the highest rating among our products and consistently kept their position as such.

Under my lead the apps have went through a complete UX-centric redesign, which improved user experience by every metric.

Illustrations - project lead

I have lead the creation of the first generation of illustrations in the GoTo product family and created a process for working with external artists.

Design system

I've taken part in creating LogMeIn's first all-round design system from scratch which eventually grew into a component library that is used up until this day.

GoTo mobile apps - Meeting Experience lead designer

In this new product, my responsibilities expanded beyond meetings to the webinar and training modules and I took a more leading, strategist role.

Cross-product responsibilities

I've been involved in creating roadmaps and high level strategy of our mobile products.

Part of my responsibilities was to provide a mobile perspective in every GoTo project, for which I have created a guild for mobile designers.

Other experiences

I've taken part in the accessibility initiative and transformed the mobile apps to comply with our new guidelines.

I have worked together with Product Management, Development, Marketing and the Brand team. During these cooperations I've experimented with various frameworks and popularised successful ones inside the company.

IN A
NUTSHELLpeople
management

budgeting

team
leadmanaging
teamsworking with
clientsbrand identity
buildingmarketing
view

workshops

optimisation

webinars

innovation

working with
a large partner

agile

kan-ban
masterproject
managementuser journey
design**WLRP - MANAGER**

2022

Project management, Strategy, People management, Dev Ops.

I have led the reformation of WLRP web agency where we completely rebuilt and modernised all work processes and work culture.

FREELANCE UX DESIGNER

2017 - 2018

UI / UX design, Application design, Brand design, Web design

I have worked on various project with small-, mid- and large sized companies around the world with my own team as an external contractor.

ORTHOGRAPH KFT. - UI / UX DESIGNER

2015-2017 Hungary

UI / UX design, Application design, Web design

We worked on a building surveyor app family designed for mobile and tablet.

Brand identity design, Web design

In cooperation with marketing, I have created a structured brand identity that expands from offline to online mediums.

Application design, UI / UX design - Orthograph Apps

I've redesigned, optimized and expanded the existing iPad app with a new style. The product became cross-platform.

Application design, UI / UX design - Leica Geosystem apps

Collaborated with Leica Geosystems to create a new app that is compatible with their new bleeding edge 3D scanner. I was the lead in the discovery project working with their in-house designers and managers.

Coordination, teamwork

The small team of 12 contributors grew tripple while I was there. As we scaled up, we switched to agile development. I've introduced the kan-ban method for both development and design delivery and was acting as board master.

SPIRIT ONE CREATIVE AGENCY - UI / UX DESIGNER

2014-2015 Hungary

UI / UX design, Application design, Brand design, Web design

We created a custom healthcare app for a luxury hotel.

I have designed a healthcare app and related products from scratch, took part in creating the concept, designing the user journey and creating high fidelity mockups.

Coordination, teamwork

We were working with an internal team of 10 contributors and an external company who created animations under my coordination.

WHAT I WORK WITH

SOFTWARE AND TOOLS

Tools come and go, part of my job is to find the right one for the problem I am working on. I believe in learning new tools and if found effective, embedding them in the company process.

Some tools I like and use currently:

Sketch, Abstract, Miro, Adobe CC

Project management tools and frameworks I currently work with:

Jira, Confluence, Trello

I can write HTML and CSS, but I also have a generic understanding of how web-, native app-, or cross-platform frameworks (like React Native) behave.

HOW I WORK

AGILE, WATERFALL

I have worked in both agile and waterfall environments and experimented with different methods inside agile as well, such as Kan-Ban, daily stand ups and standard sprint cycles.

TEAMWORK

I like to work with experts from all kinds of fields. I have worked with researchers, developers, writers, visual artists, product managers and I facilitated meetings and **workshops** to involve them in the design process.

I've held small brainstorming sessions and participated in large **webinars** to inform or inspire my colleagues. Upon chance, I travelled to other office of the company to build professional relationships with, learn and educate my colleagues.

DATA DRIVEN DESIGN

If possible, I aim to base my work on **usage data** and research. Both **qualitative and quantitative research** have their place in my process and I have tried several different methods, like **co-design sessions**, **emotional studies** and **interviews**.

WHAT I BELIEVE IN

MINIMUM LOVABLE PRODUCT

With designs and influencing the strategy, I make sure that the end product is something that our users enjoy and actually has a positive impact on their lives.

ACCESSIBILITY, INCLUSIVITY

Modern products should aim to serve any kind of user regardless of their natural abilities. Accessibility is part of the basic criteria for me and I pay attention to build a culture around it.

ABOUT ME

I like to brainstorm and debate, but I don't like to argue.

I like to solve problems with technology, but I don't like technology for the sake of it.

I like art and try to incorporate as much of it as I can in my work.

I think the balance between efficiency and perfectionism needs to be carefully estimated given the context.

HOME

I've lived in Hungary for most of my life, but I've spent two years in Germany. Currently I am based in **Budapest, Hungary**.

LANGUAGES

My mothertongue is **hungarian**.

I speak **english** fluently.

I can order food in german, italian and french.

HOBBIES, FREE TIME

When I am not working, I like to travel or just be in nature.

I do photography on the side when I can. I am mainly creating pictures of humans, but I am always up for some touristy photos as well.

I have a VolksWagen Beetle that my grandfather bought in '71. Even though I don't know much about repairing it, this car gives me plenty to do.

My walls have way too many pictures on them, both photos and paintings. I've learnt the appreciation for human made things from my father.

I have more than 50+ houseplants. I've learnt the appreciation for natural things from my mother.

Dogs are the best.