ZSOLT KASZANYICKI

Senior UI/UX Designer | hello@thebarghest.com | (825) 365-7002 | linkedin.com/in/kaszanyicki

Senior UI/UX Designer with 15+years of experience in building engaging digital experiences. Specialized in translating personal stories and user needs into products such as mobile apps, websites, games. Proven track record of shipping products.

EXPERIENCE

Senior UI/UX Designer - XPO Technologies Inc. **2023 July - Present**

- Led and executed complete brand redesign for payment processing apps (hundreds of restaurant locations, iOS/Android, tablet and handheld interfaces). Created comprehensive visual library and component system; established brand guidelines enabling consistent implementation across web, mobile apps, and marketing materials.
- Designed payment flow and onboarding experience based on on-site research at restaurant locations. Conducted ops testing throughout development, identifying several usability issues before production launch and enabling smoother rollout to end users.
- Collaborated with dev team on UI/UX for new features across platforms. Ops testing process reduced post-launch friction and enabled faster, more confident feature releases.

Senior UI Designer - Hellbent Games Inc. **2022 - 2023 August**

- Designed and implemented UI systems for asymmetrical multiplayer game (Video Horror Society) from wireframes through production in Unreal Engine. Managed full design pipeline: interaction design, visual design, and engine implementation.
- Researched and implemented industry best practices for game UI, including custom interaction patterns that enhanced asymmetrical gameplay mechanics and player clarity across competitive scenarios.
- Developed comprehensive accessibility features (visual accommodations, colorblind modes, UI scaling) enabling players with visual impairments to fully participate in multiplayer experience.
- Designed and shipped UI for multiple feature updates, ensuring visual consistency and usability across evolving gameplay systems.

Art Director - Several marketing agencies in Hungary and Canada **2015 - 2021**

- Led end-to-end branding projects for countrywide recognized brands across sectors (B2B, B2C, ecommerce). Translated client business goals into cohesive brand systems including visual identity, typography, color systems, and design guidelines.
- Designed and delivered comprehensive brand collateral: ecommerce websites, product packaging, marketing materials, and brand documentation. Each project maintained design integrity across digital and physical touchpoints.
- Managed multi-disciplinary executions incorporating web design, 3D design, animation, and illustration. Collaborated with specialists (developers, 3D artists, copywriters) to deliver polished, production-ready assets.
- Worked across several agencies (in Hungary and Canada), building experience translating between different market contexts and client expectations.

Freelance **2015 - Present**

- Shipped indie video game built with Electron. Designed and implemented full UI/UX for player interactions, menus, and game systems. Project demonstrates end-to-end ownership: concept, design, development, and launch.
- Designed and created custom display font family, establishing foundational typography systems for personal brand projects and client work.
- Designed and developed multiple websites and digital experiences for clients, maintaining brand consistency and user-centered design principles.

SPECIALIZATION

Brand Experience Design + Digital Product Implementation. Expertise translating brand strategy into cohesive digital experiences across web, mobile, and gaming platforms. Skilled in building design systems, component libraries, and visual identity systems that scale across multiple touchpoints.
Adjacent skills: Custom typography design, interaction design, and full-stack product thinking (wireframes through shipped implementation in Figma, Unreal Engine, and web technologies). Comfortable working independently or cross-functionally—from concept strategy to production-ready assets.

SKILLS

Design & Brand	Figma (Advanced), Design Systems, Brand Strategy, Visual Identity Design, Typography Design, Interaction Design, Web/Mobile UI, Component Architecture, Design Documentation
Digital Platforms	Web Design, eCommerce UX, Mobile UI (iOS/Android), Game UI (Unreal Engine), Responsive Design
Research & Strategy	User Research, Competitor Analysis, On-Site Research, Brand Positioning, Client Stakeholder Management
Technical	HTML/CSS, Unreal Engine, 3D Design, Animation
Tools	Design & Prototyping: Figma (Advanced), Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Adobe XD), Webflow, Affinity Suite, Shopify Game Development: Unreal Engine Collaboration & Project Management: Jira, Notion, Slack Additional Skills: 3D Design (Blender), Animation (DaVinci Resolve, After Effects), Custom Typography (Bird Font), Code Editor (Visual Studio Code)
Leadership & Process	Cross-Functional Collaboration, Stakeholder Management, Mentorship, Design Critique, Self-Directed Project Management

EDUCATION

2012	Traditional Arts - sculpting & painting 91 Studio (Hungary)
2014	Graphic Design Art School of Buda (Hungary)
2017	AEC / DEP or Skilled Trade Certificate in User Interface and Experience Design Moholy-Nagy University of Art and Design (Hungary)

LANGUAGES

Hungarian & English