

# KATA BALÁZS

 +36 70 274 4590  
 kata.balazs@gmail.com  
 Kistarcsa, Hungary  
 linkedin.com/in/kata-balazs/



## PERSONAL OBJECTIVE

With 15 years of experience as a project manager, publication designer&editor and customer experience designer in event management, I aim to transition into a future-oriented field. I have many skills from my career and studies that can contribute to my success.

## EXPERIENCES

### SERVICE MANAGEMENT SPECIALIST

Panametrics - Baker Hughes 2023 - Present

- Management of regional key accounts, order tracking via SAP and Salesforce.
- Coordination with sales, technical support and engineering teams to meet customer needs.
- Management of product returns for repair or replacement
- Contribution to process improvement projects

### PUBLICATION DESIGNER&EDITOR

Hungarian Viti-Viniculture Nonprofit Ltd. 2008 - 2023

- Complete coordination of publications – design, content, graphics, production: event brochures (various sizes), leaflets, advertisements, posters, molino
- Content design, editing, writing
- Layout, graphic design, prepress

### PUBLICATION DESIGNER&EDITOR, GRAPHIC DESIGNER

Freelance 2000 - Present

- Logo, business card, flyer, brochure design
- Graphic design works for winery: advertisements, wine label, image editing
- Graphic design works for a nursery: poster, advertisements, child-development booklet
- Information booklet design and prepress work for Hungarian Baptist Aid

## EDUCATION

### Design and Applied Arts BA

Université Paris 1 Panthéon - Sorbonne  
Paris, 1997 - 2000

### Master of Arts - MA, Industrial Design

MOME Budapest  
2001 - 2008

### Furniture design and manufacturing

École Boulle - Paris  
Erasmus: September - December 2004

## SKILLS

French - Native or bilingual

English - Advanced Mid

Hungarian - Native

InDesign - PhotoShop - Illustrator

MS Office, SAP, Salesforce

Discord, Miro, Figma

Industrial design

Design Thinking

Experience design

Creativity

Project management

Teamwork

Organization

Problem solving

Efficiency

Adaptation

Curiosity

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## PROJECT MANAGER

Hungarian Viti-Viniculture Nonprofit Ltd. 2008 - 2023

- Design and implementation of interactive on-site programs aiming to enrich visitor experience at Budapest Wine Festival, Rosalia Festival
- UX consultancy in events related IT developments: professional wine evaluating software, online entry platform for wine competitions, ticket purchase and event admission system
- Facilitation of organizational development workshop with design thinking approach for team of 10 people
- „Partner-journey” mapping and coordinating for event sponsors and partners
- Organizing and assisting the participation of 80 experts in VinAgora International Wine Competition: travel, program, documentation, administration, translation and interpretation

## EVENT ORGANIZER&COORDINATOR

Hungarian Viti-Viniculture Nonprofit Ltd. 2008 - 2023

- Full implementation of event licensing processes
- Participation in administrating tender documentations
- On-site implementation and management:  
Budapest Wine Festival, Rosalia Festival, VinAgora Wine Gala, VinAgora International Wine Competition, 30<sup>th</sup> OIV World Congress

## QUALIFICATION

### **xLabs UX Bootcamp**

November-December 2022.

### **Service Design learning journey**

Nekoé - L'innovation par les services  
April 2022. - Orléans, France

### **Human-Centered Design**

Acumen Academy and IDEO.org.  
January - March 2022.

### **SD.zip - service design sprint**

Meet perspectives  
October 2021.

### **Service Design Expert Training**

MOME Open - Budapest  
September - October 2021.