

EDINA PAPP

DIGITAL PRODUCT / UX DESIGNER, SCRUM MASTER, AGILEST

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RELEVANT EXPERIENCE

November 2020 – PRESENT

PRODUCT DESIGNER

HUSLEIE.NO AS | Oslo – Norway | www.husleie.no

- My main responsibility is optimising user journeys in our product, such as tenancy agreement or inspection report creation. While working closely with multiple product managers to improve our wizards, I focus on customer experience, technical limitations and business KPIs, which include international initiatives.
- As the first designer of the fast-growing startup I'm acting as a founding designer. I'm creating our digital atomic design system and style guide. For this I contemplate existing functionalities, future requirements and design trends, while creating a new look and feel that is suitable for the Norwegian and German market too.
- I also supply management with visual presentation of our progress for board meetings and help with the implementation of scrum, which is a brand new concept to the development team.

SEPTEMBER 2018 – MARCH 2020

UX / CONTENT DESIGNER

VODAFONE UK | London – United Kingdom

- As a member of the Retention Squad, I focused on optimising digital upgrade journeys to help keep existing customers. By working in a multidisciplinary team I worked closely with analysts, big data scientists, e-commerce managers and developers. For our bi-weekly user testing sessions I created interactive prototypes of journey flows and conversion funnels using Sketch and Invision. I took part in the testing, then fed back my insights to my team to create actions, possible A/B testing and iterate.
- Designed personalised and tailored direct marketing campaigns to support churn improvement plans and improve upgrade conversion. This includes landing pages, emails, MMS and GIF. By taking ownership of all retention creatives, my squad has brought everything in-house. This allowed us to complete our processes faster, minimise expenses and the need for external agencies, and optimise our emails as we see fit.
- I was instrumental in supporting huge delivery tasks surrounding the iPhone launches. I jumped in when asked at short notice to pick up unexpected and urgent tasks, travelled to Newbury to work with my team onsite, and successfully delivered everything to schedule.
- I worked closely with the offshore team, giving constructive feedback and sharing ideas on best practice. This was alongside providing design support and guidance across the teams.
- I worked fully agile, in 2-week sprints, previously using Trello, later Jira.

MAY 2017 – SEPTEMBER 2018

CREATIVE DESIGNER

VODAFONE SHARED SERVICES BUDAPEST | Budapest – Hungary

- As part of the commercial team, I created online materials for the vodafone.co.uk website, including banners, gallery packs for product launches and page mock-ups for official approval. All of which help to increase customer awareness. I also assisted other teams with additional online design work, including PPTs and infographics, helping improve the performance of the Marketing department.
- I was the SPOC for new brand guidelines and between UK and Hungarian design teams, supporting individual members, representing their opinions and interests. Defined and embraced the role which the Vodafone brand plays in our customers lives.
- Reviewed processes and tools to improve the way we work. Managed templates and L5 documents, which help designers daily flow and consistency.
- Coordinated tasks on Trello working in Kanban, receiving high satisfaction ratings from stakeholders.

July 2016 – February 2017

UX DESIGNER & PRODUCT MANAGER

XPONIA AG | Budapest – Hungary | www.xponia.com

- Responsible for the UX design of a way-finding application for museums for iOS & Android based interfaces. Improved customisations and design flow for clients, ensuring the best possible results. Managed the overall product development process using Kaiten and successfully negotiated with offsite partners. Worked on international projects including in Switzerland, Germany and the UK. Led on-site testing and managed implementation for new app builds while working directly with all clients to satisfy their needs.
- Created graphics for all printed and digital marketing materials. Designed the complete style guide and brand image, well-received by the CEO and still in use.

November 2015 – July 2016

GRAPHIC DESIGNER & LABELLING MANAGER

LIMEGIFT ZRT. | Budapest – Hungary

- Created visualisations and prepared logos for labelling processes (including apparel, stationery, gift items), all in compliance with manufacturing specifications that exceeded customer expectations. Coordinated fluent communication between sales accountants and manufacturers.
- Designed catalogue covers and additional graphics as required.

July 2014 – April 2015

VISUAL DESIGNER & 3D MODELLER

ZERO-FIFTY | Leeds – United Kingdom | www.zero-fifty.com

- Designed a range of layouts for a soon to be released graphics publication about making the world zero carbon by 2050. Designed and constructed a series of illustrative 3D visualisations that explain how energy can be shared on a global scale. Created an architecturally sound structure of a wind tower, using Grasshopper.

March – May 2014

GRAPHIC DESIGNER & GENERAL MANAGER

Major Signs | Leeds – United Kingdom

- Created graphics marketing elements for signs (e.g. menus, shop windows...), while working to strict deadlines. Adapted diverse styles of different clients, making an immediate contribution to the efficiency of the business.

PERSONAL PROJECTS

APRIL 2019 – PRESENT

CO-FOUNDER & UX / DIGITAL DESIGNER

AGILE AVENGERS | London – United Kingdom (remote) | www.agileavengershub.com

- I am part of a team that delivers the value and experience of Agile techniques, first-hand. We designed a platform to offer resources, knowledge and support to those who want to evolve into “super teams”. More than just an information hub, we offer consultations and training sessions to unlock the power held within every individual and team.
- My team works together and we are involved in all parts of our business, but we all have our own strengths and specialities. As the lead designer, I am responsible for the overall brand, UX / UI, visual communication (including social media, illustration, and guide material), content design for our hub, and video editing. I also taught myself working in HTML.
- We practice what we preach, working in 2-week sprints using Trello, slack, Mural and Zoom to keep up with our progress. Daily scrum meetings are part of our daily engagements as well.

CO-FOUNDER & DESIGNER

WE HIVE | Budapest – Hungary | www.wehive.eu

- We Hive acoustical call centre furniture began as a university project and is now a fully developed, patented product.
- I am responsible for the concept, product design and development. I coordinated the assembly of the prototype at the test location, also collected information and feedback from the focus group.

EDUCATION

March 2020

CERTIFIED SCRUM MASTER® (CSM®)

Scrum Alliance | London – United Kingdom [Certification](#)

September 2013 – September 2014

MA ART AND DESIGN

Leeds Beckett University (FKA Leeds Metropolitan University) | Leeds – United Kingdom

September 2009 – July 2013

BSC MACHINE AND INDUSTRIAL PRODUCT DESIGN

Budapest University of Technology & Economics | Budapest – Hungary

SOFTWARE KNOWLEDGE

- Figma
- Photoshop
- InDesign
- Illustrator
- Sketch
- Premier Pro
- SketchUp

Also familiar with: After Effects, Adobe Flash / Animate, HTML5, CorelDRAW, SolidWorks, Rhinoceros, Grasshopper, AutoCAD, 3D Studio Max (Mesharray Certification)

SKILLS

Agile // Always agile at work and in my personal life. I worked in design swarms for Christmas, Black Friday and Winter Sale, successfully managing a phenomenally high workload in a very short time scale. Balanced work with daily stand ups, scrum boards and agile mindset.

Teamwork // Received the Star Award at VSSB for demonstrating outstanding time management and communication skills, and always being ready to help with a positive and upbeat attitude in the team. At Vodafone UK my team received the Best Squad of the Year Award.

Management // Trained new graphic designers at Limegift Zrt. and VSSB to become fully integrated team members. I also captained my basketball team to a gold medal at the Budapest Championships and bronze at the Hungarian Championships.

Active // I love skiing, hula dancing, playing squash, basketball, cycling, going to concerts, singing, hiking, exploring new restaurants and recipes, judging art exhibitions and making models. I'm a fan of brutalist art, design and architecture and also have a soft spot for Bauhaus.

Languages

- English: Fluent
- Hungarian: Native
- German: Basic

+ Full and clean driving licence