

# MÁRTON ILOSFAI

Brand Experience  
Cross-Product Consistency

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## PROFESSIONAL SUMMARY

UX/UI Designer operating at the intersection of brand, product, and decision frameworks — contributing at the level of interpretation, rule-setting, and decision support, not only execution. Transforms fragmented inputs into structured systems that enable consistent decision-making across products and experiences. Approaches design as part of a broader operating model where brand meaning, user experience, and product behavior are aligned.

## CORE COMPETENCIES

Brand Strategy | Brand Experience | Brand Architecture & Naming | User Experience | Visual Meaning & Communication  
Cross-Product Consistency | Product & Portfolio-Level Thinking  
Decision Support & Prioritization | Cross-functional Alignment (Business–Design–Engineering)  
Problem Framing | Competitive Analysis

## PROFESSIONAL EXPERIENCE

GriffSoft Zrt. — Budapest  
UX/UI Designer (Brand Experience, Cross-Product Consistency, Decision Support)  
Oct 2024 – Present

## CONTEXT

- Joined GriffSoft as its first dedicated design role in a context where design was not yet fully embedded at organizational level.
- Most requests initially arrived as isolated design tasks, without shared criteria for brand, UX, or cross-product consistency. As a result, the role required not only visual execution, but the establishment of shared decision frameworks, documentation, and interpretation layers to support more consistent decisions across brand, product, and portfolio-level questions.
- This positioned the role not only as a delivery function, but as a contributor to how design-related decisions are defined and made.

## PROFESSIONAL CONTRIBUTION AND DECISION FRAMEWORKS

- Codified previously fragmented leadership statements into the company's foundational brand document (GriffSoft Brand Foundations), creating a shared reference where none previously existed and enabling more consistent and defensible brand-related decisions.
- Extended this foundation into a portfolio-level brand architecture framework, making product relationships and boundaries explicit where they had previously been implicit and inconsistently interpreted.
- Identified and surfaced inconsistencies across products and brand expressions, increasing visibility into cross-product coherence risks.
- Applied the brand foundation in portfolio architecture and brand-expression decisions, defining criteria for when products should reinforce a shared GriffSoft identity and how coherence should be maintained across the portfolio.

## **ORGANIZATIONAL IMPACT**

- Established shared reference points around brand core and portfolio structure.
- Increased visibility into cross-product relationships and consistency risks.
- Shifted design work from isolated, request-based execution toward documented criteria and reusable decision frameworks.
- Reduced ambiguity in cross-product design decisions by replacing less explicit evaluation with clearer criteria.
- Enabled a shift from execution-driven design requests toward decision-supported design processes.

## **PROFESSIONAL BACKGROUND / EARLIER EXPERIENCE**

Freelance — Design Projects (incl. during studies)

2016 – 2024

- Handled independent, project-based design assignments across client commissions, including payment product design (card visual system) for a major Hungarian bank.
- Contributed to brand definition beyond individual deliverables, aligning product narrative, communication, and visual identity across projects.
- Developed a brand name and identity aligning product narrative, communication, and commercial positioning for a lifestyle brand, later formalized as a registered trademark.

## **EDUCATION**

Hungarian University of Fine Arts (HUFA)

MA, Graphic Design (2012–2020)

EQF Level 7

Focus: Visual communication and brand identity development at a strategic level

Capstone project (extended scope): Developed a scalable brand concept and architecture for a lifestyle eyewear company — defining brand core, product narrative, and commercial positioning across the business. Project involved original biographical research as the conceptual foundation for the brand system. One product line within the concept was formally registered as a trademark (HIPO, 2021).

MA, Visual Studies with Teaching Qualification (2021–2022)

EQF Level 7

Focus: how visual form shapes interpretation and perception

Capstone project: Development of a structured visual exercise system examining how images convey meaning and emotion, validated as a functional teaching program.

## **TOOLS & METHODS**

- Figma | Miro | Illustrator
- Brand Foundations Review | Touchpoint & Interaction Analysis
- Risk–Reward Prioritization | Brand Experience Guidelines
- Desk Research and Competitive Analysis
- Explores how AI can be integrated into design workflows as a decision-support layer, with a focus on consistency, repeatability, and structured methods across teams and products.

## **ADDITIONAL QUALIFICATIONS**

User Experience Research and Design Specialization Certificate

University of Michigan

## **LANGUAGES**

Hungarian – Native

English – B2 (C) Euroexam