



# TIMEA BELENYI

UX / PRODUCT DESIGNER  
BRAND & TECH ENTHUSIAST //

Passionate UX/UI designer with a strong foundation in brand strategy, dedicated to crafting accessible, user-centered designs that create meaningful connections. Experienced in managing cross-functional projects across Europe and globally, I bring a brand-first perspective to ensure cohesive and impactful experiences. My front-end development expertise enables me to bridge the gap between design, business, and development, building seamless, brand-aligned digital journeys that foster lasting customer loyalty and drive real impact.

## EXPERIENCE

**Kia Europe** | Frankfurt am Main, Germany

**Brand & Marketing Specialist** | April 2022 - December 2023

- **Designed and Launched** Kia Studio Europe, an internal style guide website featuring a design system and component library for the new Kia brand, leveraging Frontify to document brand guidelines and create digital and print templates. Applied user-centered design principles and seamless information architecture, achieving 100% adoption across all 39 European subsidiaries and distributors.
- **Developed and Implemented** a Europe-wide brand strategy for the Kia EV9 model and Kia Upgrades, conducting competitive analysis and utilizing user insights to inform strategic marketing decisions.
- **Collaborated Cross-Functionally** to conceptualize and secure the "Kia Upgrades" naming concept, leveraging prototype presentations and stakeholder negotiations to influence product branding. Led cross-regional collaboration with Kia Global HQ (Korea), ensuring alignment with brand objectives and latest digital product trends.

**European Brand Strategy Consultant** | August 2021 - March 2022

- **Led** the corporate identity transformation across Europe, ensuring that the new Kia brand values were well understood and consistently implemented across all digital and offline touchpoints. Served as lead brand ambassador, delivering presentations at European conferences to strengthen brand unity.
- **Executed** brand internalization initiatives across Europe by organizing local events, conducting consumer research, and performing competitive analysis to enhance brand alignment, engagement, and market insight.

**Brand & Strategic Marketing Planning Intern** | September 2020 - July 2021

- **Assisted** in the strategic planning for the global brand image change.

## CERTIFICATES

**Google: UX Design Professional Certificate** | April - May 2024

- Acquired comprehensive skills in design thinking, user-centered design, wireframing, prototyping, and usability testing, with a focus on creating intuitive and accessible digital experiences through research-driven design processes.

**Meta: Front-End Developer Professional Certificate** | February - March 2024

- Gained hands-on experience in building responsive web applications, mastering HTML, CSS, JavaScript, and React, and developing a strong understanding of web development and modern frameworks.

## SKILLS

**Software:** Figma, Sketch, InDesign, Keynote, Adobe, Canva, iMovie, HTML, CSS, Javascript, Miro Board, Microsoft 365, Atlassian Suite, ChatGPT

**Design:** Design Systems/Style Guides, Video Editing, Wireframing, Prototyping, User Journeys, Storyboarding, Psychology, Empathizing, Usability Testing, WCAG

**Languages:** Hungarian (Native), English (C1), Russian (B2), Ukrainian (B1)

## PERSONAL

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## EDUCATION

**Career Foundry**

Berlin, Germany / Online | June - October 2024

**End-to-end UX/UI Design specialization course grounded in Design Thinking.**

- **UX/UI Design Projects:** Developed concept sketches, prototypes and mood boards for real-world projects within Figma, ensuring WCAG accessibility compliance and seamless user experiences.
- **Design System:** Created and refined cohesive design systems (e.g., working with Material 3) to ensure brand consistency and alignment, building a strong foundation in structured, scalable design principles.
- **Cross-Functional Collaboration:** Completed modules in HTML, CSS and JavaScript, enabling me to design with development feasibility in mind and bridge the gap with technical teams for seamless UX/UI handovers.
- **Agile and User-Centered Approach:** Performed competitive analyses and moderated user testings to inform design decisions, embracing Agile principles of rapid iteration, learning from feedback, and refining designs continuously from the early stages onward.

**MSc International Management**

**Católica-Lisbon SBE**

Major in Marketing | 2019 - 2021

**MSc Entrepreneurship**

**Rotterdam School of Management**

MSc Exchange Semester | 2020

**BA Business Admin. & Management**

**Corvinus University of Budapest**

Major in Marketing | 2015 - 2019

## VOLUNTEERING

**Tech Fleet: Shadow Observer**

- Observing cross-functional teams to gain experience and contribute as a UX Designer on community projects.