

Zita Farkas

UX/UI DESIGNER

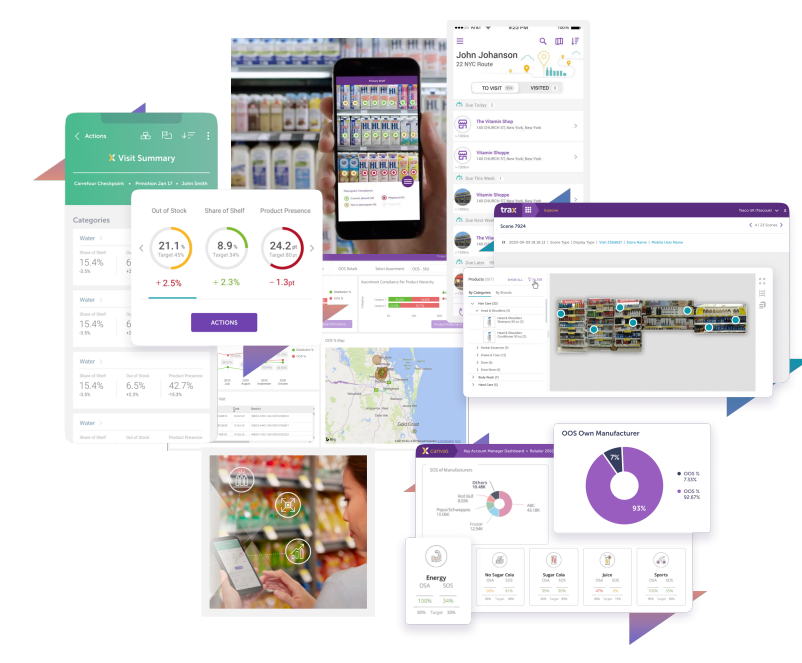
About

Passionate product and user experience designer translating ideas into vibrant realities. With empathy for individuals and teams, embracing curiosity, critical and positive thinking to meet client needs in harmony with business goals and technical possibilities for optimal engagement.

Work selection

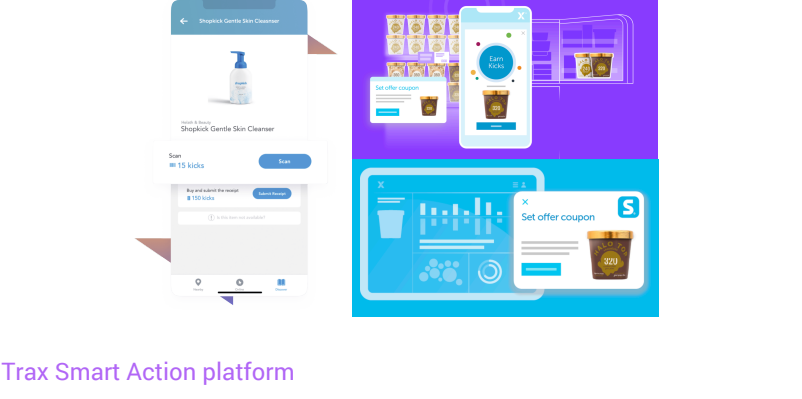
CPG X-Suite web and mobile apps

Worked with an umbrella of webapps, and mobile apps to serve retail execution, leveraging real-time data and CV, ML, and AI integrations to drive sales and improve store efficiency. From client facing to admin apps, including data collection, field optimization, performance measurement, BI dashboard visualizations - in general product availability is mission critical for clients. Innovated based on feedback from users, clients, internal stakeholders, via numerous iterations, immense learning experience, fixes, restructured app elements, everyday tasks from maintaining UI, consolidation of KPIs to future visions, designs were created, so users can easily access real-time data and action points, impacted in faster audits and greater store coverage. Started as senior and became a lead of a small team of visual and ux designers, and coordinated research and design processes.



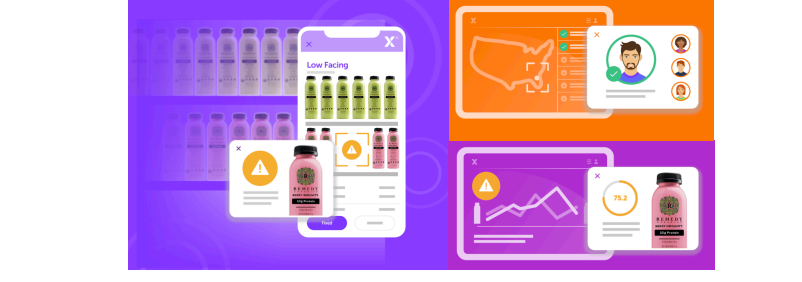
ShopKick app and admin platform

Fun and easy way to earn reward points called kicks and eventually redeem gift cards by store check-in, barcode scan, etc. With SK's huge user base, continuous growth is essential so jointly with marketing and product I focused on influencing journeys, improving use cases via learnings from interviews, various forums, stakeholders and synthesizing feedback from surveys, usertesting and recorded metrics, statistical analysis and AI, to build personalized interactions for app users, and better data to retailers and brands.



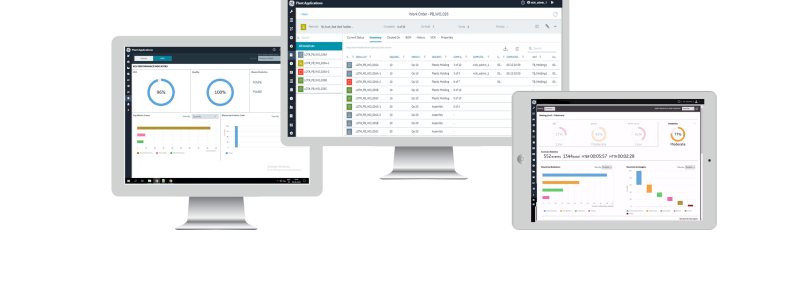
Trax Smart Action platform

Trax Dynamic Merchandising is an AI-powered solution that intelligently identifies shelf issues and mobilizes merchandizers. Conducted client and end user interviews via macro research, from AI to first protos and several iterations we created a brand new mobile app and Looker/Retool webapp with a fast-paced developer team.



GE Brilliant Factory and Predix apps

Worked with multiple software development teams at GE Digital and Healthcare on Predix, GE's Industrial Internet platform. Updated/added working components to Predix design system, held workshops, evangelized stakeholders and conducted in-person and remote ethnographic research via factory visits in the US, Austria and Hungary. With obtained insights created various webapps (floor map app, asset management/production monitoring apps, etc) that met the industry's complex data challenges.



PERSONAL

High self-motivation
Result driven collaboration
Design thinking

TOOLS

Figma, Sketch, Axure, Maze, Usertesting
Adobe CC, 3dsMax, SolidWorks
PowerBI, Looker, Mixpanel
Jira, Monday, Confluence, Storybook, Zeplin

WORK EXPERIENCE

2022- Trax Retail – UX/UI LEAD
Evolved from a senior role to a dynamic lead with plethora of UX/UI initiatives. Crafted design strategy focusing on B2B and business innovation.

2020-2022 Trax Retail – SR. UX/UI DESIGNER
Actively influenced CPG, Brand Growth Platform and ShopKick products (B2B/B2C) across web and mobile. Led immersive stakeholder workshops, integrated AI, CV, ML, BI delivering tailored and impactful experiences.

2018-2020 GE Healthcare – SR. UX INTERACTION DESIGNER
Agile environment, guiding various product groups (advanced data visualization and analytics apps for web/mobile) from conceptualization to life, from research, analysis, IA to mentorship & evangelization.

2016-2018 GE Digital – SR. UX DESIGNER
UI/UX design for Predix IoT platform: discovery phase project planning, ethnography, research, journey mapping, wireframing, high and low fidelity interactive prototypes, design validation sessions, accessibility

2012-2015 AIT Budapest, Aquincum Institute of Technology
User Interaction Design – COURSE LEADER/MENTOR
Lecturing, administration and learning material creation

2010-2014 BME Mechanical Engineering Faculty, Dept. of Machine & Product Design – ASSISTANT LECTURER
Wide course spectrum, BSc/MSc thesis supervisor, international workshops organizer – awarded works

2010-2011 Óbuda University, Profigram – SOFTWARE-ERGONOMIST
Power plant PLC system and control room assessment

2007-2010 Myd-2 – DESIGN ENGINEER
Product design, service design, UI design

EDUCATION

Rehabilitation Engineering Design (MSc)
Industrial Design Engineering (MSc)
TU Delft, NL Industrial Design Eng. – Rubik scholarship

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