






RÓZSA SIMON

DESIGN STRATEGIST

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WORK EXPERIENCE

ROZSA SIMON, FREELANCE

UX Research, Design Research, Design Strategy, UX Design, Marketing strategy, Strategic communication, Corporate Identity, Brand strategy

COGNI INC.

PMO, Design Management, Design Research, User Experience, Design Strategy, Develop operation systems, Corporate Culture, work standards and procedures

DESIGN INTELLIGENCE CONFERENCE 2017

Experience Design, Ideation, Planning, Execution of „Designing for Global Volatility“

TEAM WANDRES COMMUNICATION PARTNER

Strategic communication, PMO, marketing strategy, Corporate Identity, leadership

AUDI AG - AUDI DRIVING EXPERIENCE

PM, research, communication, coordination of European Audi A3 e-tron roadshow and brand experience, management at the World Economic Forum 2015, Davos

UXR & DESIGN STRATEGIST

2020

DESIGN STRATEGIST

2018-2019

DESIGNER

2017

DESIGNER

2015-2016

USER RESEARCH

2014-2015

EDUCATION

PARSONS SCHOOL FOR DESIGN, NEW YORK | USA

Management and leadership, New design firms, Design research, Ideate, Prototype, System thinking, Ethnography, Storytelling, User experience

STRATEGIC DESIGN & MANAGEMENT

Master of Science
2016-2017

UNIVERSITY OF TECHNOLOGY, SYDNEY | AUSTRALIA

Management Skills and International Marketing | Intercultural Management, Marketing and branding, Human-centered design, Fieldwork

DESIGN THINKING

Study Abroad
2014

SOUTH WESTPHALIA UNIVERSITY OF APPLIED SCIENCES, SOEST | GERMANY

Social sciences, Visual communication, Business Administration, Product Development, Market research, Marketing

DESIGN & PROJECT MANAGEMENT

Bachelor of Arts
2011-2015

CORE SKILLS

LANGUAGES

German - Native speaker
Hungarian - Fluent
English - Professional working proficiency
French - Conversational

HARD SKILLS

Experienced graphic artist well versed with Adobe Photoshop, Illustrator, InDesign and Premiere Pro
Microsoft Office, Google Suite

SOFT SKILLS

Design Thinking tools, ethnographic research, qualitative & quantitative methods, storytelling, user testing conducting design workshops, insight generation

AWARDS

TOPAWARDS ASIA 2019, Singapore

Fulbright Scholarship Program by the U.S Department of State

KIT Initiative - Certification „Project Management and Marketing“

Art Exhibition Hier-Da-Dort in Werkstattgalerie DER BOGEN, Arnsberg

VOLUNTEERING

PUBLICOLOR
03/18 | Painting Brownsville Collaborative Middle School

HABITAT FOR HUMANITY NYC
07/17 | Brush With Kindness: painting Wyckoff Gardens Community Center

ART SPHERE INC.
05/17 | Painting public school & playground in Philadelphia

PUBLIC CITIZENS FOR CHILDREN AND YOUTH
05/17 | Developing initiatives and advocating for children

ACTIVITIES

Travel extensively
Studio work
Scuba diving, Sky diving,
Parasailing, Cross flute,
Table tennis player and coach