

Fruzsina Tóth

product strategist, development manager and lecturer

with MA in design management and BSc in engineering

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Highlights

Focus Areas

Digital and physical product development, branding
Business development
Competency development, team leading

Management methodologies

Agile / Scrum / Lean / Waterfall
Design thinking
OKR / KPI

Software tool

MS365 / Dropbox / Google ws.
Clickup / Clockify / Timely / Wrike / Asana / Jira
Miro / Mural / Zeplin / Figma / AdobeXD / Github

Experience

Product & Business Development Consultant (Since January 2024) - Freelancer, Germany

- Creating clear product specification, validated requirements and realistic development roadmap
- Assisting clients to define their unique value proposition aligning with multinational market demands
- Designing comprehensive strategies based on in-depth operational analysis and market research

Product Strategist (July 2022-January 2024) - Maform

- Helping clients to define business challenges, growth potential, markets, new products, development and innovation project based on analysis, research and cooperation methodologies
- Exploiting design thinking and design tools in the process of strategy making
- Assembling and leading creative teams with diverse experience (UX/UI, graphic- and product design background)
- Leading user behaviour and experience research, analysing results and converting them to product development strategy, following digital and physical product development, testing how design meets business objectives

Project, design competency leader (May 2021- July 2022) - Maform

- Monitoring in-house competencies of a design and innovation agency and the needs of its targeted market
- Creating a talent strategy and competency development program, leading team and personal level competency development sessions
- Planning design projects by considering designer competencies, team dynamics
- Defining cultural basics and forming them into internal communication strategy

Design project manager (February 2017 - May 2021) - Maform

- Supporting business development: attending events, follow-up leads, preparing offers, managing contracting process
- Introducing relevant and up-to-date project management tools
- Helping clients to choose a suitable development strategy for their innovative products, communication
- Leading product development, branding and other design projects, facilitating workshops

Production manager (June 2016 - February 2017) - Freshka

- Managing the large-scale (10 000 pcs) production of handcrafted products sold on the national DM-Drogerie Markt network

Communication manager (July 2016 - January 2017) - MOME

- Creating and managing the communication strategy for the Department of Graphic Design

Educational activity

Product engineering intern (January 2013 - July 2015) - Robert Bosch Power Tools

- Supporting the team of design engineers in the development of power tool product family

University Lecturer, University of Szeged (2022, 2023)

- Topic: Regional design management, bringing new products to market, developing creative businesses

Mentor, MOME (2021, 2022, 2024)

- Alumni mentor program for Design and Art Manager MA students

Lecturer, Pre-MOME (2020-2023)

- Topic: Basics of design methodology and project planning

Diploma consultant, Budapest Metropolitan University (2023)

- Business Development MSc, topic: Analysis of the sustainability policy, energy strategy of a multinational heavy industry company

Diploma consultant, Junkuping University (2021)

- Industrial product design, topic: smart helmet design

Volunteering

Member, Circular Munich

- Open community of citizens who are co-creating the circular city in Munich

Organiser, Zsennye Design Workshop (Since 2017)

- Oldest (1978-) Hungarian, one-week-long, international creative workshop for professionals of different fields and industries

Exhibition and event organiser, Zipernowsky House (2020-2021)

- Budapest's first community space for children, focused on the frontiers of technology and arts

Studies

Art and design management

MA, Moholy-Nagy University of Art and Design (2015-2017)

Thesis: The role of project management in the application of product design methodology

Fellowship granted by the Republic (for excellent academic results and excellent professional work activity)

Industrial design engineering

BSc, University of Miskolc (2011-2015)

Thesis: Design of a battery powered electric citrus juicer

Languages

English

C1, IELTS 7.4

German

A2 (in active learning process)

Italian

A1