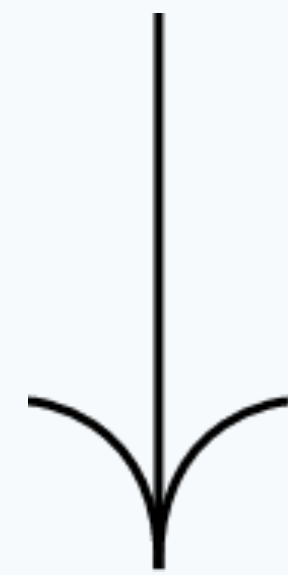


Portfolio



Fruzsina Toth

product strategy, innovation management,
creative project management

Content

#1 User experience,
market research



#3 Product development
management



#2 Brand design and
positioning



#4 Education, competency
development



User experience, market research

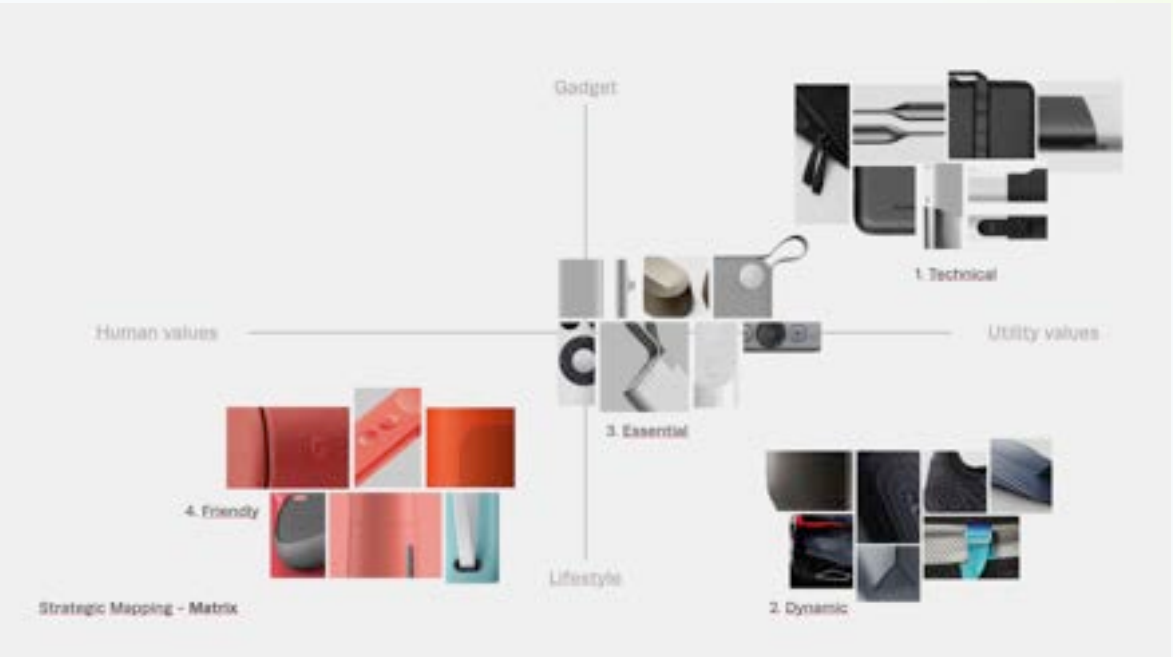
Achievements

- 10+ physical and 5+ digital product projects
- Design of Hungary's first multi-service cinema experience
- 20+ user experience research project using the combination of traditional and design thinking based methods
- Market entry of 10+ startups

Industries

Healthcare / Entertainment / Automotive / Energy /
Financial services / Commerce / Aviation, aerospace

Clients



Brand design and positioning

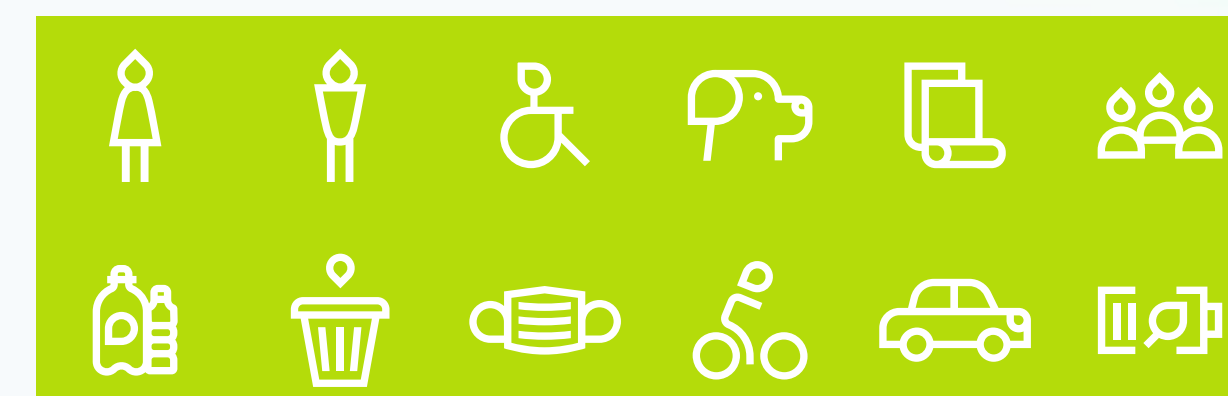
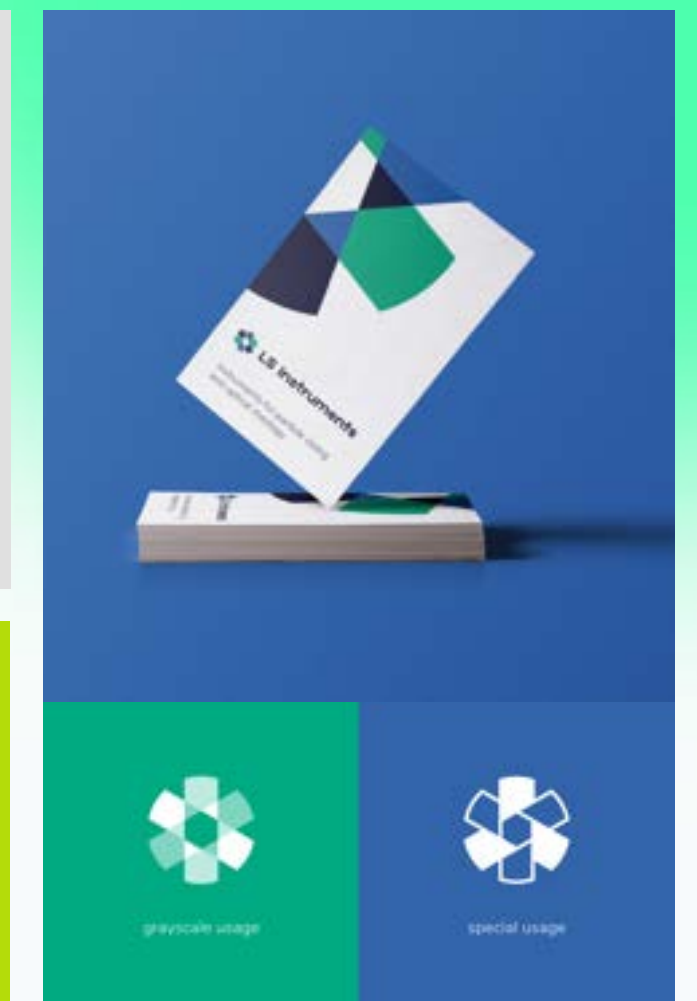
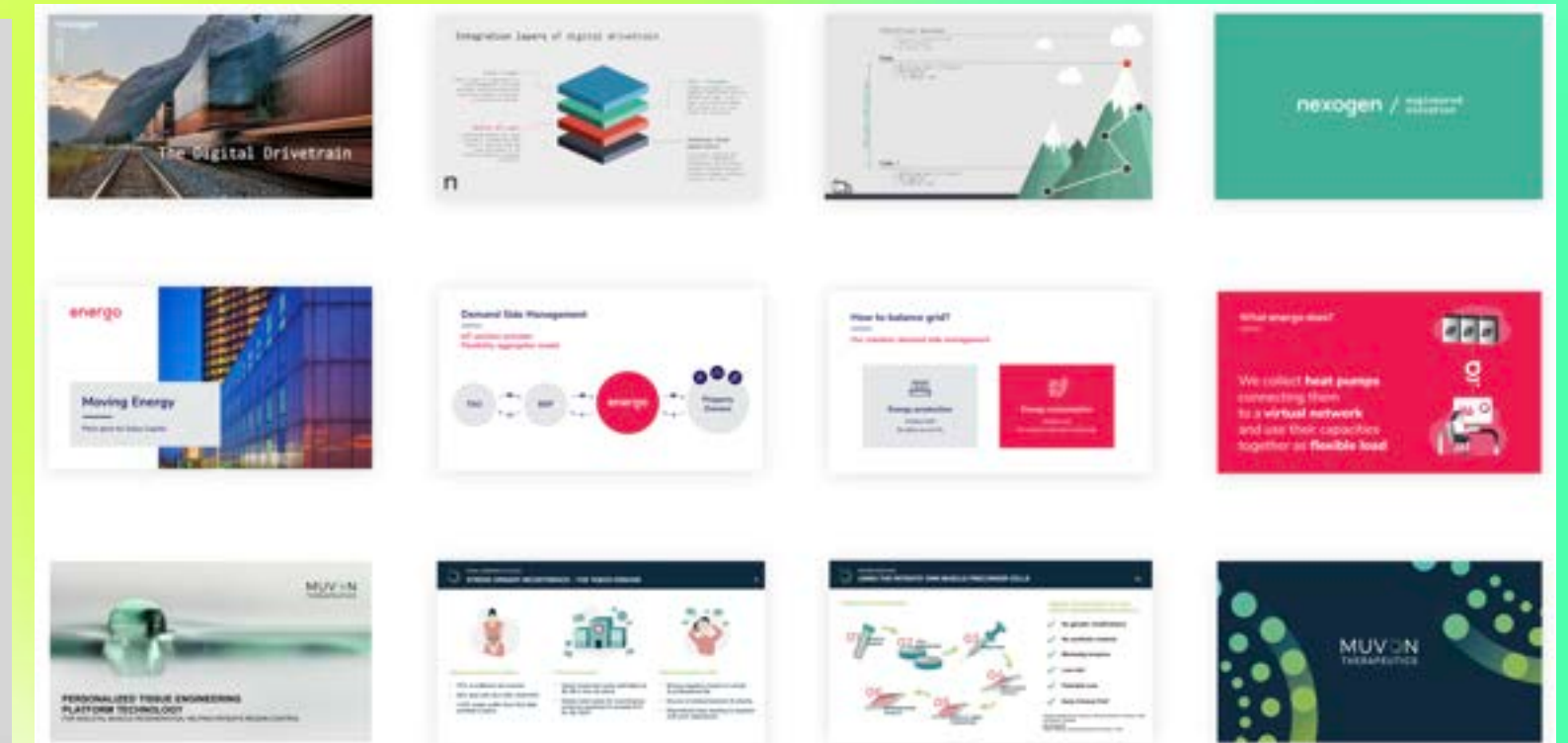
Achievements

- Development of unique methodology to define business goals, user centric and business goal approach optimisation
- 100+ client-designer workshops
- Art direction of 30+ logo and complex brand creation
- 6 years of long-term cooperation with Swiss client

Industries

Chemicals, Pharma / Healthcare / IT services / Energy / Financial services / Construction

Clients



Product development management

Achievements

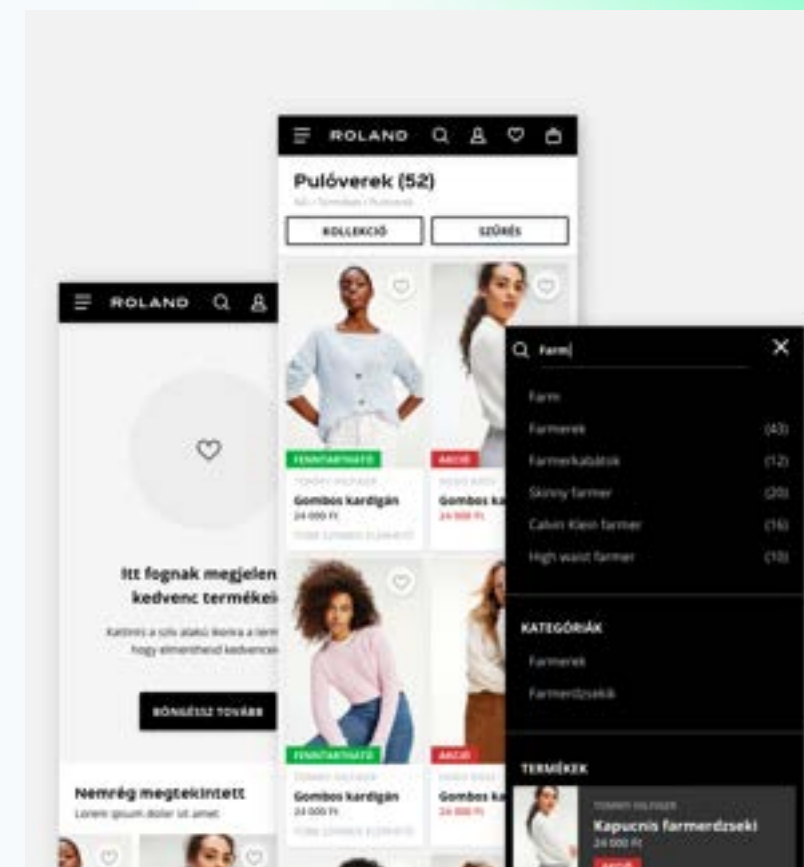
- 15+ MVPs since 2017.
- Lead a mix of digital product development project: applications, special admin and user platforms, cooperation platforms
- Lead a mix of physical products development projects: from boardgames, throughout medical devices, to special mechanical solutions
- 5+ mass-produced products on the market



Industries

Healthcare / Electronics - IoT devices / Commercial / Aerospace
/ Transportation / Entertainment industry

Clients



Education, competency development

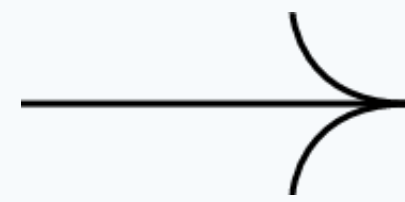
Achievements

- Leading design teams, up to 12 professionals spanning various seniority levels
- Design and Art Management MA registered and started in Szeged, Hungary
- MOME (Budapest, Hungary) Design and Art Management MA integrated new practical subjects
- Workshop conducted as an invited lecturer at HAMK (Finland)
- New competence development educational program at PreMOME
- 3 successful international Zsennye designer workshops
- Curation of 2nd National Salon of Applied Arts and Design 2022, Hungary

Institution



Get in touch
with me.



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Get a second opinion
about my skills.

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