

Attila Bujdosó

BORN

1981 Budapest

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SKYPE

bujatt

MOBILE

+36 70 280 9137



TOP SKILLS

**Product / UX / Interaction Design.
Leadership. Creative Collaboration.**

SOFT SKILLS

Leadership skills, not-done-until-shipped attitude, holistic design approach, strong empathy skills, cross-disciplinary thinking, solid understanding of business strategy, KPIs and metrics.

TECHNICAL SKILLS

Sketch, InVision, Photoshop, Illustrator, Indesign, Keynote, HTML / CSS, basic coding, Processing, Flash, issue tracking, GitHub, Jira, Google Analytics, Heap Analytics, Optimizely, Trello.

WHY HIRE?

Broad professional experience spanning from building a SaaS startup, launching a mobile app, organising 40+ cultural events and workshops, making award-winning interactive art projects, publishing a bilingual book with 50 contributors and doing research on digital social innovation to designing a 30,000 sqm landmark building. Experience in working at large organisations.

NOTES

WORK EXPERIENCE

Lead UX Designer
BlackRock

Senior UX Designer
Finastra

CEO, co-founder & designer
Opp.io

Senior research supervisor & researcher on digital culture
Kitchen Budapest

Curator
Hungarian Contemporary
Architecture Centre

Architect
Oosterhuis_Lenard Hungary

Architect intern
Tezuka Architects, Tokyo

EDUCATION

MSc Architecture
Budapest University of
Technology and Economics

FURTHER INFORMATION

[linkedin.com/in/bujatt](https://www.linkedin.com/in/bujatt)

PROJECT

BlackRock.com product screener



BlackRock is the world's largest asset manager, having \$6.3 trillion in assets under management.

I have led the redesign of the product screener page on BlackRock.com which lists all available investment funds available in a given market and for a specific investor type.

The first US version of the product screener has been released to the production site but it is still password protected as it is currently pending Legal & Compliance approval to go public.

The Taiwan version is targeted to go live late October 2018.

This work is confidential, and until the site goes live, I can't show it. But I tried my best to describe my process and the key design challenges in the case study of this project.

COMPANY

BlackRock

YEAR

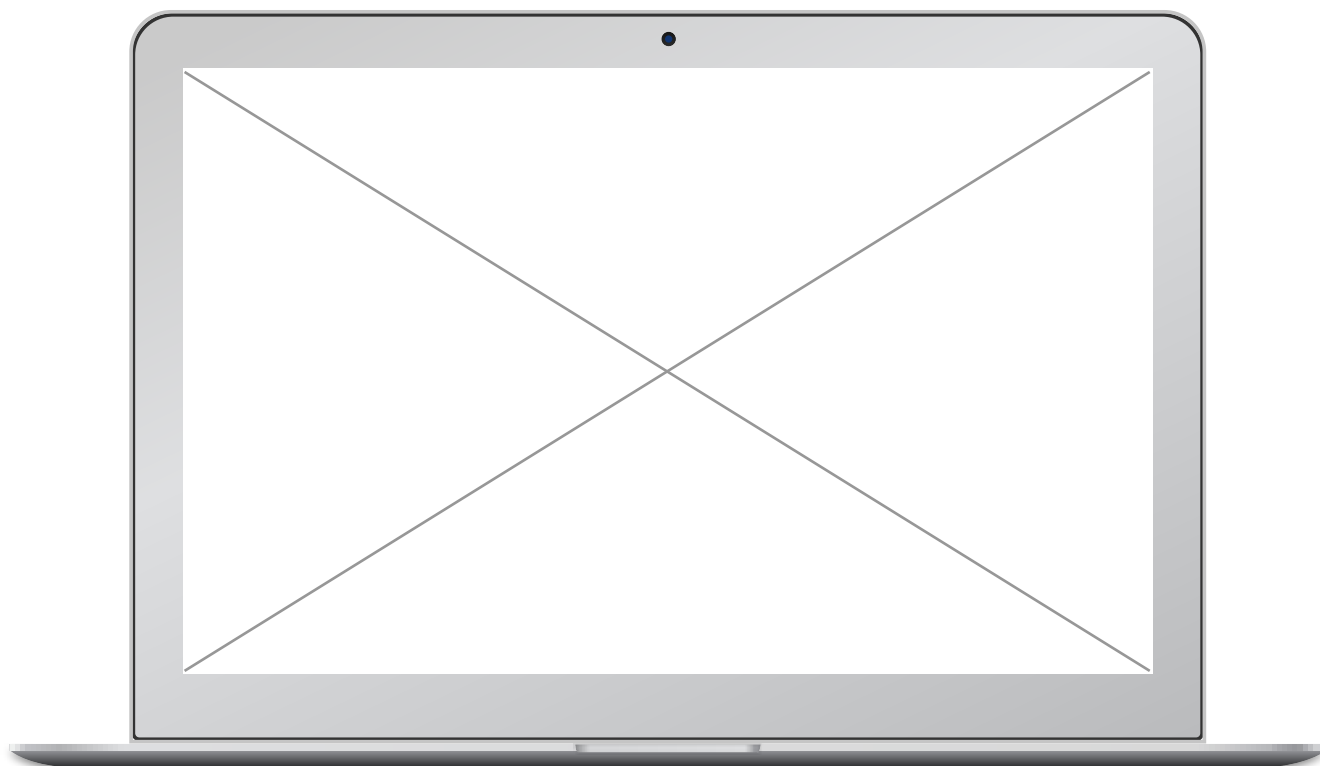
2018

MY ROLE

design lead, UX design,
interim product owner

COLLABORATORS

Gabor Laczkovszki, Cyril
Smith, Chandan Singh,
Gaurav Jha and others



PAGE URL

<https://www.blackrock.com/investing/products/investment-funds>

PROJECT

Opp.io



Opp.io is a cloud-based meeting note taking tool that helps managers keep their teams accountable.

Users can create or embed tasks in the meeting notes they write at opp.io. Tasks are synced to other task and project management tools like Trello, Asana or Wunderlist or sent in email. Users can interact with embedded tasks in ways relevant at meetings, e.g. check and update task status, comment, reassign, etc. without switching to other software. Opp.io has a free text editor that offers flexibility and freedom.

COMPANY

Opp Ltd

YEAR

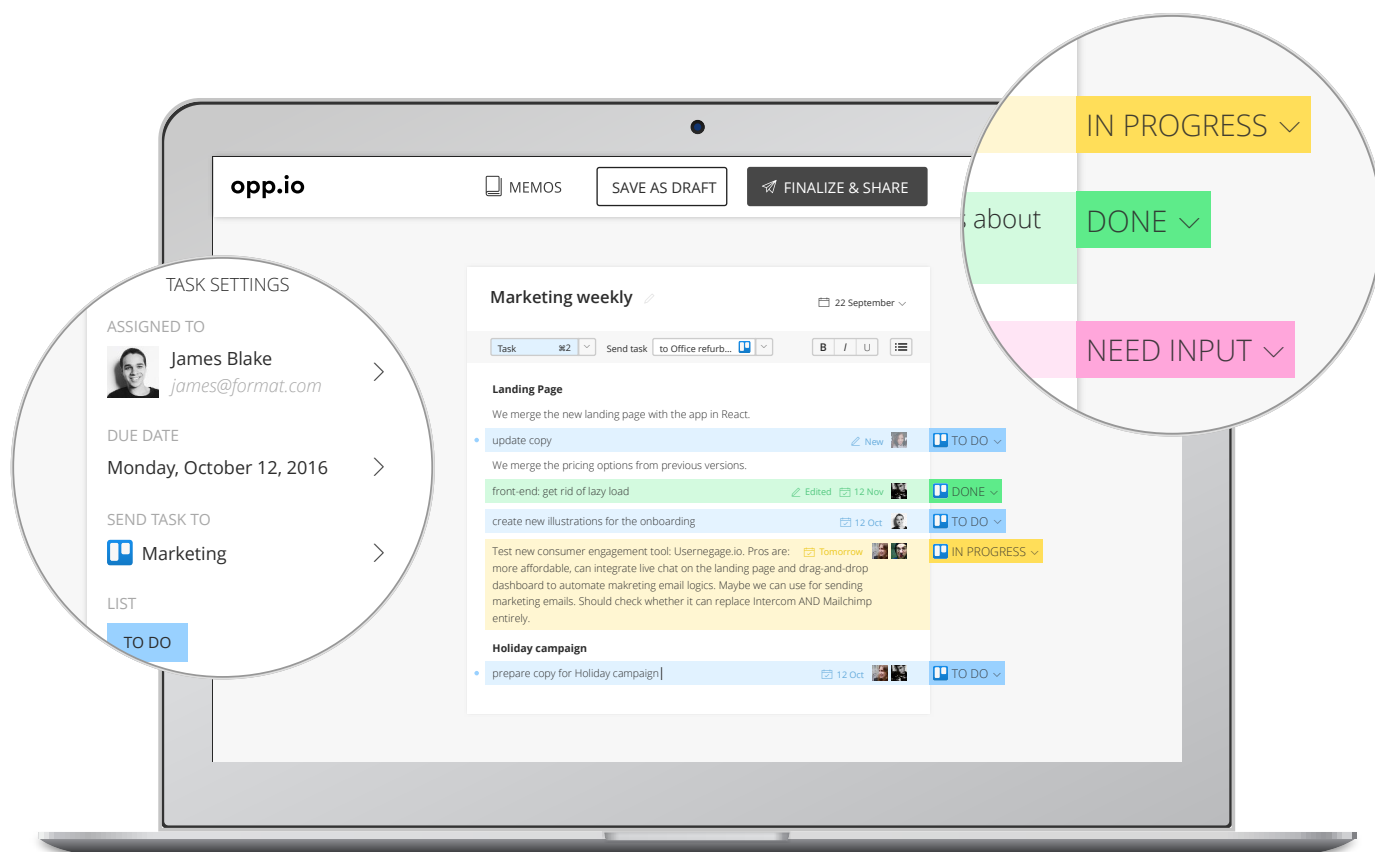
2014-2017

MY ROLE

CEO, design, marketing, sales, fundraising, hiring.

COLLABORATORS

Gergely Borgulya, Helena Naffa, Sámuel Tóth



FURTHER INFORMATION

opp.io

PROJECT

Fröccs app

Fröccs is a tiny-shiny app for iOS and Android in honor of fröccs, the popular drink in Hungary. Wine spritzer, what fröccs translates to, comes in different mixing ratios and there has always been a confusion in people's mind about all the names and cultural stories linked to them.



ORGANISATION

Kitchen Budapest

YEAR

2012

MY ROLE

design, management

COLLABORATORS

Zoltán Csík-Kovács,
Bálint Ferenczi, Zsombor
Paróczy, Dóri Sirály



FURTHER INFORMATION

froccs.kibu.hu

Social Design Cookbook



The Social Design Cookbook, co-authored by designers and researchers from Finland, Hungary and the Netherlands, aims to uncover what it takes to design successful social cooperative systems – processes, organisations and societies.

The book showcases international examples of successful, sustainable and replicable formats of social cooperation such as Freesound, Critical Mass, FabLab, OpenStreetMap, Restaurant Day and the Long Night of Museums.

In the book I introduce Social Design Canvas, a novel design tool which can be used to study, analyse and design new forms of social collaboration and cooperation. Social Design Canvas is the social and non-profit equivalent of Business Model Canvas.

COMPANY

Kitchen Budapest

YEAR

2013-2018

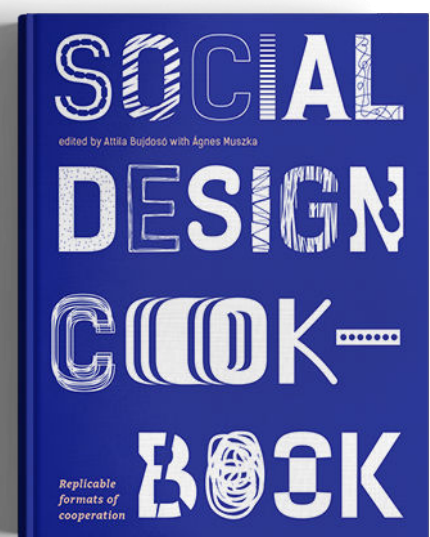
MY ROLE

concept, research, editing, workshops, leadership

COLLABORATORS

Lilla Tóth, Martijn de Waal, Lili Eckhardt, Ágnes Muszka, Jaakko Blomberg

CONTRIBUTORS	CONTRIBUTIONS	MOTIVATIONS	ENABLERS	SOCIAL DESIGN CANVAS
	What do contributors give to the collective effort?	What value do contributors get from participation?	What makes the involvement of contributors easy and affordable?	Project name: RESTAURANT DAY Context: food, local community Aim: cook, eat, explore, meet new people Summary: One-day food carnival held four times a day. Participants set up temporary restaurants in their homes, offices or in public locations. Created by: Attila Bujdosó Version: 1.0 Date: 2018. 03. 23.
Guest	<ul style="list-style-type: none"> prepare: visit up-to restaurants and share food with a friend bring: pay for the food provided (often it is a shared food) 	<ul style="list-style-type: none"> explore: explore the neighbourhood and meet new people 	<ul style="list-style-type: none"> low barrier to entry: don't have to be a professional cook affordable: food is not a shared expense, everybody is seen free 	
Cook	<ul style="list-style-type: none"> host: prepare food, snacks or drink set up: set up a temporary food stall 	<ul style="list-style-type: none"> meet new people: food people not known before sense of community: host offers and take active part in a food festival 	<ul style="list-style-type: none"> low barrier to entry: don't have to be a professional cook affordable: food is not a shared expense, everybody is seen free 	
Local ambassador	<ul style="list-style-type: none"> promotion: promote Restaurant Day locally 	<ul style="list-style-type: none"> run: take an active role in making the event happen locally 	<ul style="list-style-type: none"> simple rules: it is easy to explain the concept of restaurant day 	
Photographer	<ul style="list-style-type: none"> photos: take photos of the event and the place or restaurant 	<ul style="list-style-type: none"> share: the event is an opportunity to share photos sense of agency: contribute to making the food event visible online 	<ul style="list-style-type: none"> low barrier to entry: don't need professional photography skills can contribute small commitment: it requires just one day, no long-term involvement 	
Restaurant Day core team in Helsinki	<ul style="list-style-type: none"> communication: promote the brand, manage communication share: get great ideas online platform: maintain website, gather mail and monitor data 	<ul style="list-style-type: none"> sense of community: build a global community of food lovers and people interested in other cultures run: take an active role in making the event happen locally 	<ul style="list-style-type: none"> self-organised: don't need an external organisation simple rules: it is easy to explain the concept of restaurant day 	
				ORGANISATION What rules and tools help coordinate participants and integrate their contributions into the value output? TOOLS <ul style="list-style-type: none"> social platform: participants are listed on a public map and in the mobile app phone: photos are collected in a shared photo bank and can be used in communications brand elements: Restaurant Day logo and visual identity RULES <ul style="list-style-type: none"> one-day event: Restaurant Day takes place in a limited time shared space: no professional background is required any location: set-up locations can be shared anywhere food don't: the event is happening 4 times a year on the same day globally flexible pricing: restaurants can adjust charge to their needs or give it away for free



FURTHER INFORMATION

socialdesigncookbook.com

PROJECT

SubMap Ebullition



Ebullition visualises and sonificates data pulled from one of the biggest news sites of Hungary, origo.hu. In the 30 fps animation, each frame represents a single day, each second covers a month, starting from December 1998 until October 2010. Whenever a Hungarian city or village is mentioned in any domestic news on origo.hu website, it is translated into a force that dynamically distorts the map of Hungary. The sound follows the visual outcome, creating a generative ever changing drone.

ORGANISATION

Kitchen Budapest

YEAR

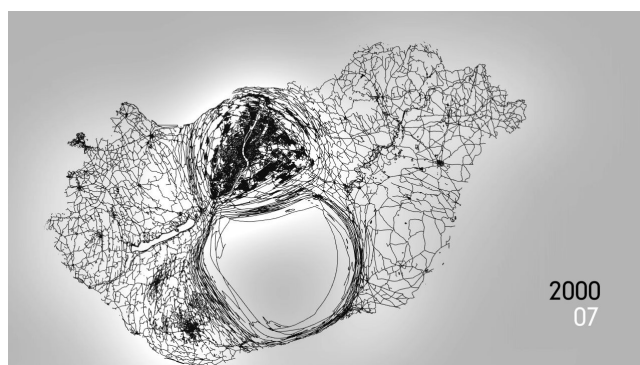
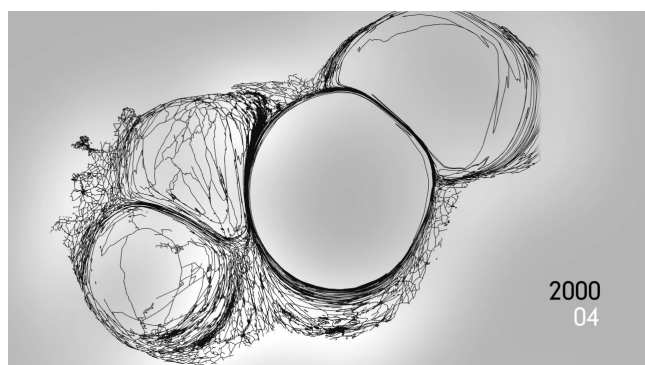
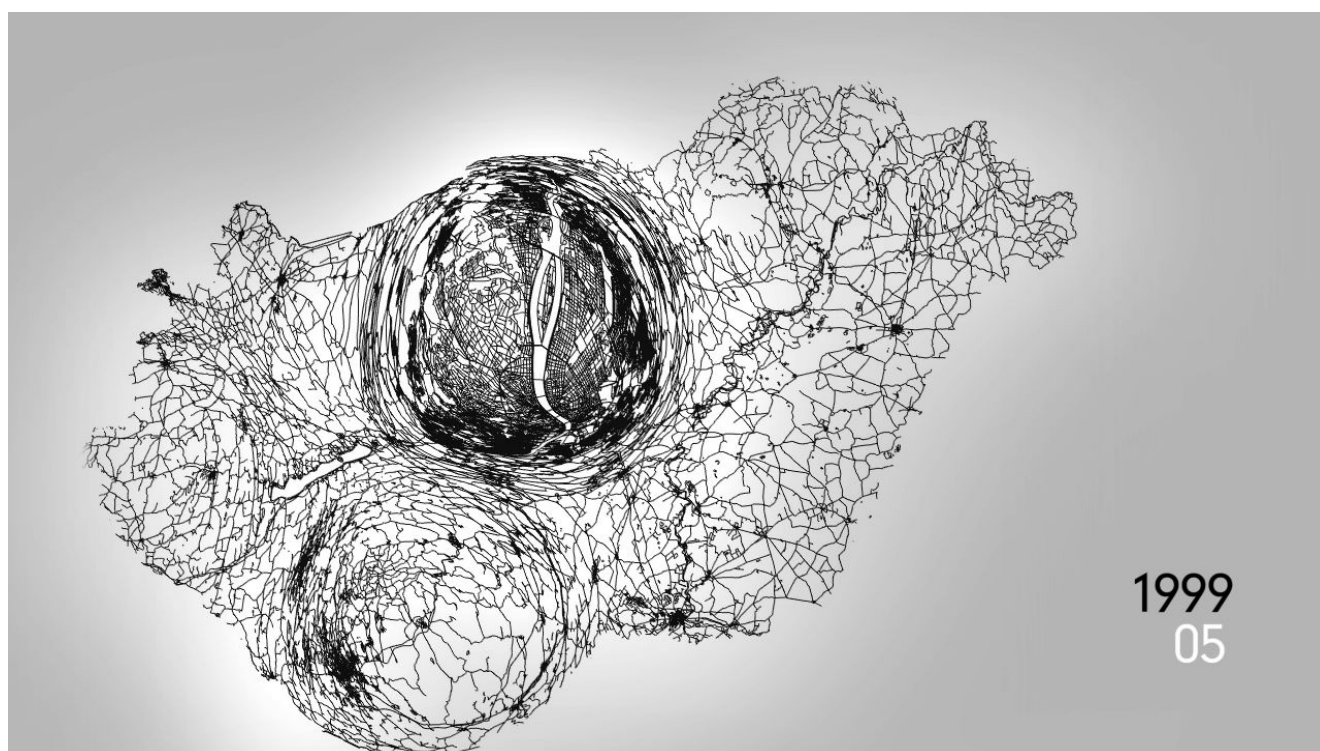
2010

MY ROLE

artistic concept, design

COLLABORATORS

Dániel Feles, Krisztián
Gergely, László Kiss



FURTHER INFORMATION

submap.kibu.hu

PROJECT

SubMap x UrbanCyclr



Kitchen Budapest and UrbanCyclr teamed up to untangle the invisible pattern of bike traffic in Budapest. 100.000 kilometers of biking routes collected from individual bikers are overlaid on the city map. All distortions of the map reflect higher biking activity in the respective area of the city. 24h map animation reveals the daily biking patterns of a growing community of urban bikers in Budapest.

ORGANISATION

Kitchen Budapest

YEAR

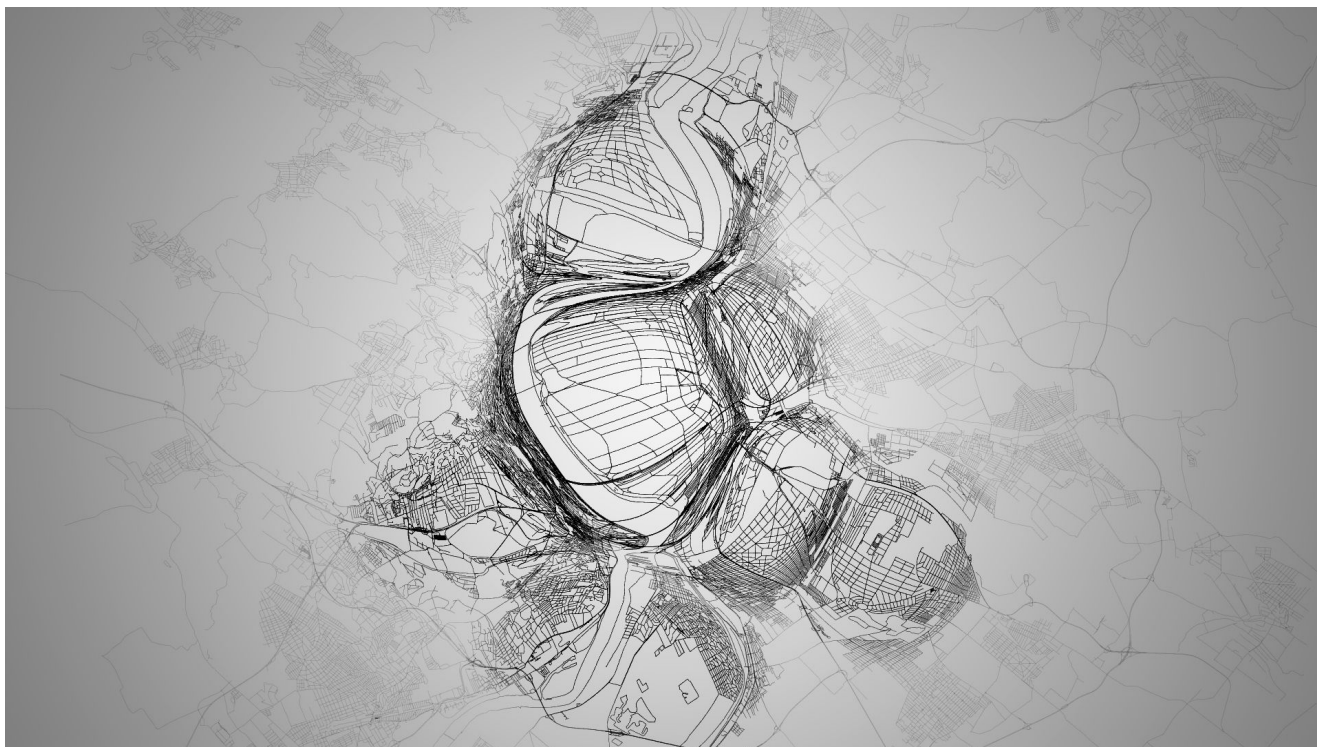
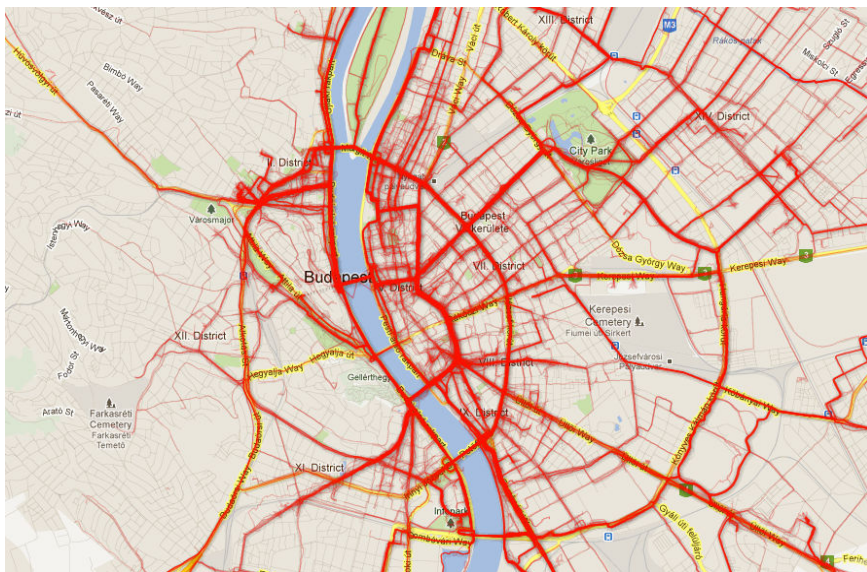
2010

MY ROLE

artistic concept, design,
project management

COLLABORATORS

Dániel Feles, Krisztián
Gergely, László Kiss,
Gábor Füredi, László
Megyer, Ferenc Véhmann



FURTHER INFORMATION

submap.kibu.hu

PROJECT

SubMap 1.0



SubMap is a unique tool to visualize geographic and time-based data on distorted maps. SubMap started as an artistic project and in the course of time its primary aim shifted towards development of a new visualization methodology. The core potential of SubMap lies in coping with data from physically distributed sensor networks.

The first version of SubMap presented three print maps which showed Budapest from 'our point of view'. We chose our homes as epicenters of the perspectival distortions. Additionally we created a superimposed map centred around Kitchen Budapest where we all work together.

ORGANISATION

Kitchen Budapest

YEAR

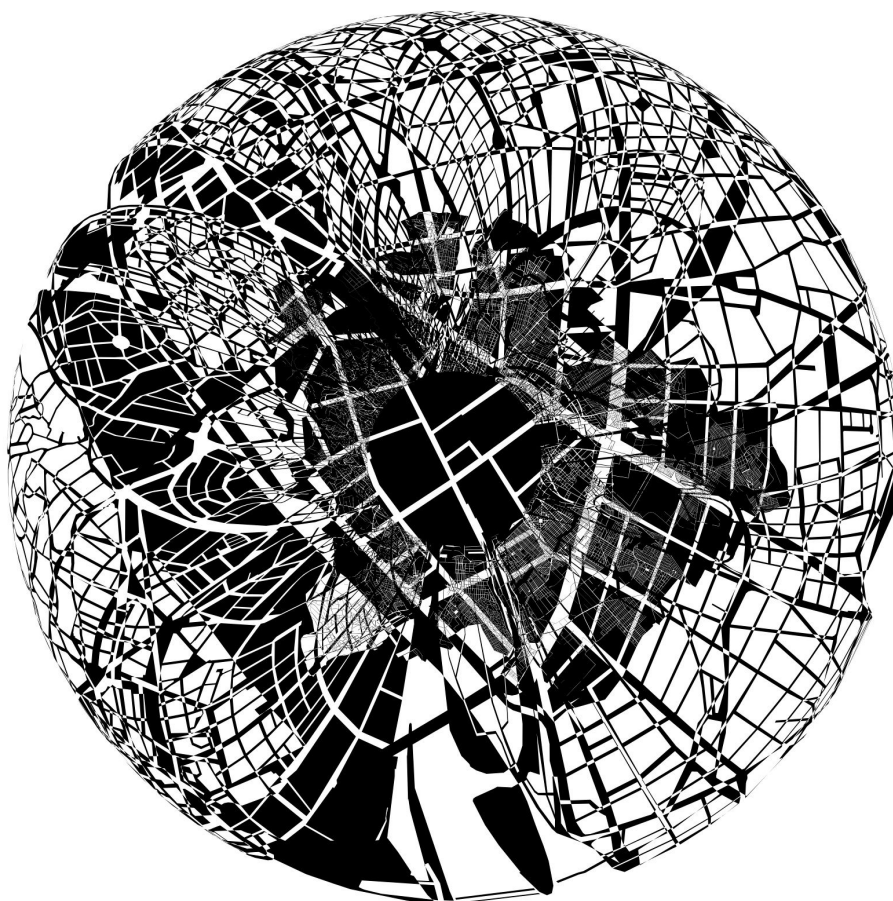
2010

MY ROLE

artistic concept, design,
some coding

COLLABORATORS

Dániel Feles,
Krisztián Gergely



FURTHER INFORMATION

submap.kibu.hu

PROJECT

Air Slaves



Prepare for a future in which the only way of making a living is to 'lend your lung' to filter heavily polluted air.

Air Slaves is a speculative art installation where visitors' exhaled breath is collected. They receive a mask that they have to wear throughout their stay in the exhibition space. This mouthpiece allows them to breathe normally while their exhaled air is collected in a plastic air container. The container is sealed and stored hereinafter in the Organic Clean Air store, where each container carries the exhalations of one previous visitor. Through the intimate experience the project investigates the relation between humans and the environment, both socially and technologically constructed.

ORGANISATION

artist collaboration

YEAR

2012- ongoing

MY ROLE

artistic concept, leadership

COLLABORATORS

Zoltán Csík-Kovács, Andrea Kovács, Melinda Sipos, Jop Japenga



FURTHER INFORMATION

zzkovacs.wix.com/airproject

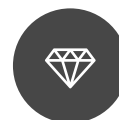
PROJECT

Datafizz

Datafizz project focuses on the continuous flow of social data fragments that herald our transitions between online and offline worlds.

Each time a person goes online or offline, servers all over the world are alerted, and simple messages are transmitted to that person's online friends. While these transitions are most of the time ignored, our project captures this data in order to highlight and dwell within the liminal spaces between the physical and virtual worlds that we inhabit. This continuous and dynamic data flow inspired us to create an installation where such transitions are metaphorically represented and mirrored by a succession of physical and nonphysical phenomena.

Datafizz illustrates the wealth of unstructured, invisible, and often incomprehensible data on the internet. It explores the way we inhabit and transition between distinct online and offline worlds.



ORGANISATION

Kitchen Budapest

YEAR

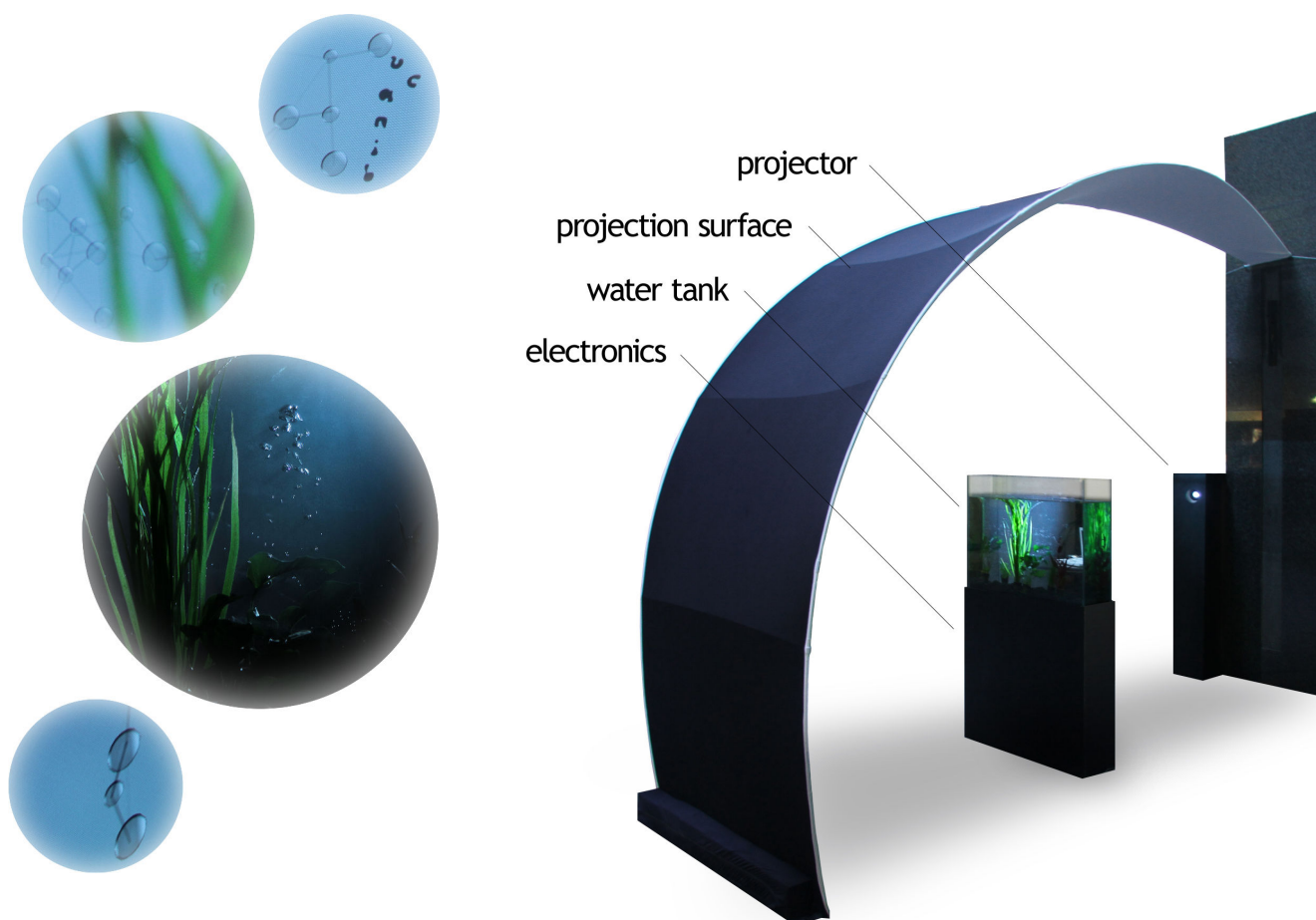
2009

MY ROLE

artistic concept, design,
project management

COLLABORATORS

Christopher Baker, Zoltán
Csík-Kovács, Dániel Feles,
Márton András Juhász,
Eduárd Sik, Melinda Sipos



FURTHER INFORMATION

datafizz.kibu.hu



Subjective Atlas of Hungary

Is it possible to draw a portrait of contemporary Hungary with only one pencil, hold by many? Could we map the country at all with its controversial optimism and pessimism, proud and poetry in one single book?

Fifty young visual authors were invited by new media lab Kitchen Budapest and Dutch designer Annelys de Vet to put their homeland in perspective. Rather than folkloristic clichés, the authors present disarming personal visions based on involvement. Bound together they shed light on today's Hungarian soul; from the most characteristic vernacular buildings to waterside houses and recycled fences, from the best and worst things in life to innocent nursery rhymes and national fraud, from wine spritzer and salty sticks to vegetable gardens and sold-out products. These unconventional stories together express the way cultural identity is always in motion, influenced from many sides, and multicultural by definition.

As Lajos Parti Nagy puts it in his introduction: "Whoever encounters this strange and self-evident book, can learn strange and self-evident things about Hungary."

ORGANISATION

Kitchen Budapest

YEAR

2011

MY ROLE

curating, co-editing

COLLABORATORS

Annelys de Vet, Aliz Borsa and over 50 contributors

PUBLISHERS

HVG Könyvek,
Kitchen Budapest

ISBN

978-963-304-058-4



FURTHER INFORMATION

subjectiveatlas.kibu.hu