

IMRE SZEKELY

CREATIVE DESIGNER



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Toronto, ON, Canada
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ABOUT ME

Senior Visual & UX Designer with a track record of creating bold, intuitive digital experiences that engage users and drive results. Skilled in building and evolving brand systems, shaping cohesive visual languages, and guiding teams in applying design principles with clarity and consistency. A direct communicator and collaborative mind known for strong craft, strategic thinking, and a detail-driven approach to delivering high-impact design.

WORK EXPERIENCE

2021 | Present

LEAD UX AND VISUAL DESIGNER Laurentian Bank of Canada

Designed intuitive, high-quality interfaces for web and mobile, improving user experience and conversions.
Led website and landing page redesigns that enhanced navigation, aesthetics, and performance through data-driven decisions.
Collaborated closely with developers to deliver cohesive, production-ready design solutions.
Built and maintained brand guidelines and scalable design systems across digital and marketing platforms.
Mentored junior designers and managed multiple projects simultaneously while meeting tight deadlines and quality standards.

2018 | 2021

SENIOR UX AND VISUAL DESIGNER CIBC

Collaborated on new dashboard layouts and visually engaging interfaces for web and mobile, improving overall user experience.
Collaborated cross-functionally with developers and production teams to deliver cohesive, production-ready designs.
Presented and iterated on design concepts with clients, applying feedback to refine final outcomes.
Created responsive, interactive experiences and data-driven infographics that clearly communicated key insights.

2017 | 2018

SENIOR UX AND UI DESIGNER CAS Software Kft.

Enhanced user experience by designing intuitive navigation and visually engaging interfaces.
Collaborated with cross-functional teams to create a cohesive, user-centric product vision.
Conducted thorough user research, identifying key pain points and opportunities for improvement.
Created detailed wireframes and prototypes to guide development team in building high-quality applications.
Managed multiple projects simultaneously, ensuring timely delivery of

2014 | 2017

SENIOR BRAND AND VISUAL DESIGNER Parka

Designed compelling graphics for social media campaigns, increasing engagement and driving traffic to company website.
Presented design concepts to clients, incorporating feedback into final deliverables for optimal results.
Contributed significantly to the improvement of landing page conversion rates through thoughtful redesigns based on data-driven decisions.
Played a pivotal role in increasing overall brand recognition with the creation of visually striking marketing materials that effectively communicated key messages to target audiences.
Produced artwork, layout and template designs and illustrations by hand or with software.
Created user-centered designs with integrated marketing information, creative assets and design patterns.
Created logos, illustrations and typography for various organizations.

SKILLS

Empathy for Users
Critical Thinking
UI and UX Design
Design Thinking
AI prompting
AI editing
Art Direction
Adaptability
Design Research
Branding and Identity
Visual accessibility
Design Systems
Creative Direction
Team Collaboration
Work planning and prioritization

TOOLS

Figma
Adobe Creative Suite
Sketch
Office 365
Midjourney
JIRA
Confluence
Bandcamp
MIRO
Slack
ChatGPT
Paper and pen
Sticky notes
White boarding
Camera

WORK EXPERIENCE

2001 | 2014

ART DIRECTOR AND VISUAL DESIGNER

Bseen Design group

Contributed original ideas throughout the creative process, translating artistic vision into meaningful, purpose-driven design.

Designed visually engaging, responsive websites with a strong focus on usability and user experience across devices.

Led and oversaw photoshoots from concept to post-production, ensuring visuals aligned with brand and creative direction.

Presented creative concepts to clients and refined solutions through ongoing feedback and collaboration.

Managed projects end to end, maintaining schedules, budgets, and quality standards.

Created layouts and storyboards using industry-standard design tools to support clear visual storytelling.

LANGUAGES

ENGLISH

HUNGARIAN

ROMANIAN

GERMAN

INTERESTS

HIKING

CYCLING

CARVING

PHOTOGRAPHY

EDUCATION

1995 | 2000

BACHELOR OF ARTS, GRAPHIC AND DIGITAL DESIGN

Western University of Art and Design

Timisoara, Romania

CONTACT

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