CV,

Mátyás Huszár

+36 30 450 52 62
m@visionfresh.net
www.visionfresh.net
XII. district, Budapest

ART DIR-

Art director qualities

keen eye on today's trends in advertising • ability to gain insight • extensive knowledge of digital media possibilites • conception of creative campaigns • managing workflows • team leading • outsorcing • follow-ups • case studies • client communication • etc...

e.g. CMS system + portal engine development with multi-level access rights
people involved in project: clients, flash guru, web coder, graphic operator

DTP-

Illustrator

– "The joy of resolution indepency."

corporate visual identity • typography • vectorizing • illustration • PDF editing • Flash collaboration • technical drawings • work with digital pen tablet • etc...

Photoshop

– "Experience since version 5."

layout • post processing • masking • retouching • montage • special effects • realistic 3D mockups • large-scale format • automatization • etc...

InDesign, Acrobat Pro

– "Stylish conformity of content and form."

print production • pre-press procedures • cross-media handling • etc...

WEB-

Design

– Aaesthetical funcionality and functional aesthetica."

banner • microsite • interface • Flash animation • dynamic components • etc...

Programming

– "Aim: to generate simple, yet effective code."

CSS • HTML • easy PHP & JavaScript • understanding of sophisticated technical solutions, as Actionscript + XML + PHP + MySQL (phpMyAdmin) co-operation

PHOTO-

Genres

object • event • portrait • sphere-pano • macro • nature • architecture

Tchnique

studio lightning • HDR • reflections

"Tabló"

photography • graphic design • realization

REF.

visionfresh.net
1998 – present

freelance art director
• approx. 135+ unique projects • visionfresh online portfolios

Alltech, Inc.
biotechnology
2007/08 – 2009/03

graphic designer, Eastern Europe
– "Responsible for visual appearance of the region's 17 countries ."
• *marketing, sales, design training: Ireland, 2 months / USA, 3 weeks*

global, regional, local project support • full-range image of events, tradeshows and marketing materials • online and offline product display • packaging • websites • ad and dm campaigns, sponsoration, branding • *conceive guidelines for co-ordinators and operators, ensuring corporate consistency*

Zöld Pardon
summer festival
2001/03 – 2007/02

lead artist
– "Graphic design for countrywide known ZP and it's VIP secton - Szeparé."
• *quantity myriads / huge circulation / large-scale format / wide publicity*

logotypes • business cards • mail,- faxcovers • envelopes • seals • stamps • invitations • winelist, drinks, menu • wine labels • ads • flyers • progamme guides • rebranding • paper,- plastic and magnetcards • posters • tarps • flags • signboards • textile products • sugar, match, spray packages • mágnes,- stickers • CD-covers • vehicle decoration • in- and outdoor prospect mockups • online and offline promotions • photo-sessions • *keep contact with production executors*

portal development, technical support, maintenance • daily updating custom programme editor and visualizer module with music player, gallery and exception handling • external manageable gallery • guestbook with moderation • statistics • static sites • microsites • webshop • animated banners • newsletters • keep *contact with graphic operators and coders*

EDU.

constant
learning by doing • *magazines (Computer Arts subscription) and e-zines, books*

2008-present
communication and media studies BA • Budapesti Kommunikációs Főiskola

2002-2006
IT engineer BSc • Neumann János faculty • Budapesti Műszaki Főiskola

1996-2002
biology-chemistry department • Szinyei Merse Pál Gimnázium, Budapest

âßç

English
high level, everyday use • 'C' type intermediate Pitman exam, 2000/03

German
passive • 'C' type intermediate BME exam, 2001/11

+?

Interests
Apple / Mac • extreme sports • spirituality

www.visionfresh.net