Brigitta Serbán

Experience Designer & Digital Transformation Specialist

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PROFILE

I'm an Experience Designer and digital transformation specialist with over a decade of practice at the intersection of people, organisations, and technology. I've led UX and product design for global rollouts at Vodafone, managed city-scale digital infrastructure projects for Budapest's municipal government, and designed human-centred services across education, public sector, and commercial environments.

My strength is not just designing interfaces. It's understanding how organisations work, where they resist change, and how to bring people along. I also bring a background in training, facilitation, and design education, having designed and led workshops and learning programmes across multiple sectors. This shapes how I approach change: not just designing solutions, but enabling the people who have to live with them.

I work fluently in agile environments (SAFe certified), across Figma, Miro, Jira and the broader product design toolstack. I'm currently deepening my expertise in AI applications and digital transformation methodology, combining my human-centred background with emerging frameworks for organisational change.

Open to remote-friendly roles in product design, digital transformation, change enablement, and AI-assisted service design across Europe.

EXPERIENCE

Freelance Project Contributor - JCC Budapest Bálint Ház

2026 - Jul present · Budapest (remote)

- Concept development and facilitation of creative workshop programmes for children and families at the annual Szarvas Family Camp; invited back for 2027 with an expanded programme responsibility.
- Website audit for the Fahidi Éva Award 2026: systematic error analysis, documentation of required adjustments, and editorial review of English and German content.
- Development of a multilingual online evaluation form (HU/EN/DE) for the Award jury process: requirements analysis, platform selection, form build, and coordination of jury members to ensure timely completion.

UX Designer - Vodafone Group / Design Studio (_VOIS Vodafone Intelligent Solutions)

Sep 2022- Jan 2024 · Budapest, Hungary / London, UK (remote)

- Delivered UX design and coordination for the global OneApp rollout (the new generation of the MyVodafone app), working across 7 international teams and 13 designers for launch in 3 European markets (Portugal, Ireland, Albania).
- Designed and iterated key app functions: Billing, Top-up, eSIM, Add-ons, Account Linking. Created wireframes, high-fidelity designs, and documentation following design system principles.
- Led a Design Squad during the iteration phase; presented decision documents to Product Owners; acted as a reviewer for additional Vodafone products.
- Speaker at Service Design Day Budapest (annual international conference).
- Improved app accessibility rating from C to B following audit and training.
- Achieved SAFe 6 Practitioner certification during this role.

Product (UX/UI) Designer - Budapest Brand, City of Budapest

Feb 2021 - Aug 2022 · Budapest, Hungary (joined as external consultant Feb 2021; employed from Jul 2021)

- Worked on the full design cycle for the city's digital portfolio, including the official tourism website relaunch, the Budapest Spring Festival platform, and the MyBudapest citizen app.
- Managed stakeholder coordination across municipal departments, external IT partners, and 3 domain expert groups simultaneously.
- Redesigned the Budapestinfo website and Budapest Card webshop (annual revenue >500M HUF). Main tasks: restructuring information architecture, optimising the purchase flow, and executing visual rebranding - with Art Direction.
- Designed the MyBudapest app from concept to publication. Main tasks: stakeholder interviews, visual identity, registration flow, live user testing. The project was classified as a flagship by the Mayor's office.
- Delivered event websites for 170 events across 100 venues (Budapest Spring Festival 2021, 2022) within a 17-day implementation cycle. Revenue >20M HUF.
- Further projects: official website of the Budapest Christmas Market, as well as the initial phase of the website redesign for the Municipality of Budapest.

Operations Manager & CX/Service Designer - IBS International Business School

Aug 2018 - Jul 2021 · Vienna, Austria

- Oversaw campus operations and learning management while contributing as CX and service design strategist.
- Conducted internal and external research to map new recruiting, branding, and target group strategies. (It was particularly critical during the COVID-19 transition to remote learning.)
- Won a Women in Tech scholarship to Ironhack Berlin during this period, completing a UX/UI Design Bootcamp while employed.

Freelance Designer & Educator - Brux Design

Nov 2018 - May 2022 · Austria, Hungary, Germany

- Delivered UX design, research, and branding projects across multiple sectors alongside primary employment.
- Projects included: accessibility research for youth with disabilities (Erasmus project), UX design for a smart hotel app, event branding for Terraplaza, and educational film production on design for youth development.
- Contributed articles to the Lean in Femspace community (Vienna) on design and professional development.
- Featured in a career documentary film as a UX designer, aimed at guiding young people in career choices.

Project Manager, Trainer & Design Thinking Educator - IFTE

Mar 2016 - Aug 2018 · Vienna, Austria · Initiative For Teaching Entrepreneurship

- Designed and led entrepreneurship and career development programmes for diverse target groups.
- First encounter with Design Thinking: facilitated a hands-on prototyping workshop at Global Entrepreneurship Week (GEW). It was the experience that led to a career transition into design.
- Certified trainer for Teaching Entrepreneurial Approach (Teacher Training) - YouthStart Program

Project Manager, Trainer & Facilitator - IKSZE

May 2012 - Mar 2016 · Hungary · Verein für Jugendkoordination und -dienste

- Designed, managed, and delivered education projects focused on entrepreneurship and career development.
- Served as organisational contact for website structure and tone definition.
- Certified as a Global Career Development Facilitator (GCDF).

Career Transition & Relocation to Germany

2024 - present · Germany

- Following relocation from Budapest to Germany, took on a range of roles while establishing myself in the German market, including customer advisory (Ernsting's family), UX and product consulting at Hamburg Coding School, and client coordination at Gollon Hausverwaltung.
- At Hamburg Coding School: served as primary client contact, career advisor, social media manager (Meta Business), and published author, with articles on AI and careers published under my byline on Medium.
- This period deepened my grounding in German professional culture and client communication while I continued independent development in AI applications and digital transformation methodology.

SKILLS

METHODS

DESIGN THINKING · ENTERPRISE UX · UX STRATEGY · WIREFRAMING · PROTOTYPING · USABILITY TESTING · INFORMATION ARCHITECTURE · AGILE & SCRUM · WORKSHOP FACILITATION · CHANGE MANAGEMENT · STAKEHOLDER COMMUNICATION · ACCESSIBILITY

TOOLS

FIGMA · FRAMER · SKETCH · MIRO · JIRA · CONFLUENCE · MONDAY · ASANA · NOTION · MS CLARITY · META BUSINESS · CLAUDE · CHATGPT · FIGMA AI · MIDJOURNEY · GEMINI · MICROSOFT COPILOT

KEY STRENGTHS

STRATEGIC THINKING · UX & SERVICE DESIGN · PROJECT & STAKEHOLDER MANAGEMENT · WORKSHOP & PROCESS FACILITATION · AI-ENHANCED PROBLEM SOLVING

EDUCATION & CERTIFICATIONS

EDUCATION

UX/UI Design Bootcamp / Ironhack Berlin · Women in Tech Scholarship

Graphic Design - Applied Visual Communication / Atalanta Business School, Budapest

Literature & Cultural Studies MA / University of Szeged, Faculty of Philology

CERTIFICATIONS

AI for Designers; Design for a Better World with Don Norman (in progress) / Interaction Design Foundation

Drive AI transformation in your organisation (in progress) / Microsoft Learning

Introduction to Web Accessibility (in progress) / edX

Figma AI: Productivity Tools for Designers / Coursera

SAFe 6 Practitioner / Scaled Agile, Inc.

Forward Program / McKinsey Academy

Master Gorgeous UI Design (in progress) / Pablo Stanley / Together.art

Storytelling to Influence Change / Pinterest — Rethink Scholarship

LANGUAGES

HUNGARIAN / Native

ENGLISH / Professional fluency — primary working language in tech environments

GERMAN / Professional working level

PUBLISHED WRITING

"Coders vs. AI - Against All Odds" · **Hamburg Coding School on Medium, 2024**

"Embracing Change: Sandra's Story" · **Hamburg Coding School on Medium, 2024**

Social Soprano · **Personal Substack on navigating change, society, and modern life (present)**