

# Curriculum Vitæ

Family name: Saródy

First name: Eszter

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Date of birth: 13/08/1975

Nationality: Hungarian

Civil status: engaged, non-smoker

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## Education:

Institution	Degree(s) or Diploma(s) obtained:
MOME (Moholy-Nagy University of Art and Design, Budapest) 2007-2009	Advanced typographic studies
Ecole Multimedia, Paris, 2003	web designer
Université Paris I. Pantheon-Sorbonne, (1996-1999)	Licence Arts Plastiques (BA)

**Language skills:** Competence on a scale of 1 to 5 (5 - excellent; 1 - basic)

Language	Reading	Speaking	Writing
English	5	5	5
French	5	5	5
Hungarian (native)	5	5	5
Czech	4	2	2

**Membership of professional bodies:** Typosalon (Society of Hungarian Typographers)

**Present position:** Freelance graphic designer

**Years in last position:** 10

### Main qualifications: 26 years of experience in graphic design

Creation of visual identities, reports, guides, templates and case studies for institutions:  
Red Cross Red Crescent Climate Centre, Partners for Resilience, SHEAR, Development and Climate days, IFRC, NLRC, continuous collaboration with these organizations since 2004.

Creation and accurate application of financial editing style: annual reports, equity releases and capital increase reports.

Graphic design of programmes and brochures for cultural events and institutions:  
French Institute of Budapest since 2007 (French-Hungarian); Czech Institute;  
Yunus Emre Institute (Turkish – Hungarian).

Freelance design work in multiple languages for the UK based agency Green Ink  
(Clients: WHO, FAO, CDKN, IIED).

English, French, German, Spanish, Russian, Hungarian, Czech used daily in design work.  
Experience with layout in Arabic language.

Other experience in web-design, social media, data visualization, animation, advertisement, education, packaging design.

### Key qualifications:

Creation, supervision and accurate use of visual identity systems and offline and online institutional communication.

Multilingual publications (English, French, German, Spanish, Hungarian, Czech used daily, Arabic and Russian regularly).

### Professional experience in the region:

from - to	Country
1994-1996	Budapest, Hungary
1996-2004	Paris, France
2004-2010	Budapest, Hungary (home office)
2010-present	Cesky Krumlov, Ceske Budejovice, Czech Republic (home office)

## Professional experience

	Location		Description	
2010- present	Český Krumlov, České Budějovice Czech Republic	Freelance graphic designer	<p>Graphic design, financial communications, desktop publishing, web design, online communication, social media, visual identity, online and offline publications.</p> <p>More than ten years of experience in creation and application of strict institutional style of the visual and financial communication.</p> <p>Graphic design of major guides and reports:</p> <p><a href="#">Heatwave Guide for Cities</a></p> <p><a href="#">Framework for Climate Action Towards 2020</a></p> <p><a href="#">The Future of Forecasts: Impact-Based Forecasting for Early Action</a></p> <p><a href="#">Online version of the Annual report of the Climate Centre 2019</a></p> <p><a href="#">Online version of the Annual report of the Climate Centre 2018</a></p> <p><a href="#">Annual reports of the Climate Centre</a></p> <p><a href="#">Development and Climate days</a></p> <p><a href="#">A 1.5°C warmer world: A guide for policy-makers and practitioners</a></p> <p><a href="#">A guide to Effective Collaboration and Learning in Consortia</a></p> <p><a href="#">Partners for Resilience Community interventions and beyond 2011-2015</a></p> <p>In the last 15 years my main clients are:</p> <ul style="list-style-type: none"><li>- Red Cross Red Crescent Climate Centre,</li><li>- Netherlands Red Cross,</li><li>- Belgian Red Cross,</li><li>- International Federation of Red Cross,</li><li>- French Institute of Budapest,</li><li>- Czech centrum in Budapest.</li></ul>	
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<p>Fleur Monasso (<a href="mailto:monasso@climatecentre.org">monasso@climatecentre.org</a>), Alex Wynter (<a href="mailto:wynter@climatecentre.org">wynter@climatecentre.org</a>), Marlou Geurts (<a href="mailto:MGeurts@redcross.nl">MGeurts@redcross.nl</a>), Clair Grand-Salmon (<a href="mailto:clair.grant-salmon@iied.org">clair.grant-salmon@iied.org</a>), Solene Blanchere (<a href="mailto:solene.blanchere@croix-rouge.be">solene.blanchere@croix-rouge.be</a>), Kader Lejri, French Institute of Budapest (<a href="mailto:k.lejri@inst-france.hu">k.lejri@inst-france.hu</a>).</p>				
2004-2010	Budapest, Hungary	Havas and Co	Art director, owner	graphic design, desktop publishing, fabrication coordinator, web design for international clients in various fields from packaging design to iPhone application design, magazin layout design for Bikemag magazine, preparation of the template pages, supervision of the layout

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Eva Havas (Havas and Co - owner) [office@havasestarsa.hu](mailto:office@havasestarsa.hu), Gilles Rooss, Gameo ([Gilles.rooss@gmaeo.ch](mailto:Gilles.rooss@gmaeo.ch))

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2001-2002	Paris, France	01 Réseaux (VIVENDI, Groupe Tests, Paris)	Art director	Design of the magazine's new visual identity and layout, creation of the master pages, image editing and infographics, illustration, cover and layout design
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Today the magazine only exists in online version. Annie Marquet-Pénichoux ([marquetp@gmail.com](mailto:marquetp@gmail.com))

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1999-2001	Paris, France	Dito Interim	Interim Art director	DRAFT Worldwide, Crystal le studio, 01 Réseaux - graphic design, magazin design, packaging design, multilingual advertisement, creation of visual identities, branding
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(no contacts – company no longer exists)

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1998-1999	Paris, France	Actilog Agence de communication financière	Junior Art director	Layout and DTP of annual reports, equity releases and capital increase reports, design of graphics and graphs
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(no contacts – company no longer exists)

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1997-1998	Paris, France	MBA Events, Paris	Art director	Book design, Visual communication, original design and layout of GMAT and TOEFL books
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(no contacts – company no longer exists)

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1995-1996	Budapest, Hungary	CoMo Media	Junior Art director	Book design, advertisement, layout and supervision of the printing of an English language business phone book of Budapest for expats (“the Phone Book”)
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Mo Ortiz ([iguana2@t-online.hu](mailto:iguana2@t-online.hu))

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1994-1995	Budapest, Hungary	Havas and Co	Junior Art director	Production manager, Graphic designer, client services
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Éva Havas [office@havasestarsa.hu](mailto:office@havasestarsa.hu)

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## Exhibitions

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2012	Budapest	Tr{End of print}	participant	Széchenyi Library, Budapest
2010	Budapest	Real Dreams	participant	Vízivárosi Gallery, Budapest
2009	Budapest	Ready for typo	Organizer/ participant	Gödör Klub, <a href="http://typo-2009.blogspot.com">typo-2009.blogspot.com</a>
2009	Budapest	Bulvár	participant	Peter Wilhelm Art Center
2008	Budapest	Signs	participant	Aranytíz Gallery
2007	Budapest	Kassák 120	participant	Kassák Museum

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