

Curriculum Vitæ

Family name: Saródy
First name: Eszter
TAX ID: CZ7558131966 –VAT payer
Date of birth: 13/08/1975
Nationality: Hungarian
Civil status: engaged, non-smoker
info@esztersarody.com
portfolio: www.esztersarody.com

[Linked-in profile](#)

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	3	2

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

Present position: Freelance graphic designer

Years in last position: 11

Main qualifications: 27 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.

Freelance design work in multiple languages for the UK based agency Green Ink (Clients: WHO, FAO, CDKN, IIED) and for PhoenixDesignAid Denmark (Clients: UNDP, UNESCO, IFAD)

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).

English, French, German, Spanish, Russian, Hungarian, Czech used daily in design work. Experience with layout in non-Latin script layouts (Arabic, Chinese, Burmese, Ethiopian, Burmese, etc)

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

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

2010- present	Graphic design, financial communications, desktop publishing, web design, online communication, social media, visual identity, online and offline publications.
Freelance graphic designer	More than ten years of experience in creation and application of strict institutional style of the visual and financial communication.
České Budějovice Czech Republic	Graphic design of major guides and reports, working papers and academic papers: The Young Person's Guide to the Mediterranean Action Plan and the Barcelona Convention <ul style="list-style-type: none">• Working with UNEP brand guidelines• Original illustrations and design for the publication Stock-take report on agroecology in IFAD operations: An integrated approach to sustainable food systems <ul style="list-style-type: none">• Working with IFAD brand guidelines• Designing original infographics and pictograms for the report Investing in nature for development: do nature-based interventions deliver local development outcomes? <ul style="list-style-type: none">• Working with IIED brand guidelines• Designing original infographics and pictograms for the report

[Climate Action](#)

- Art direction, original layout design, print and online versions, prepress of the illustrations
- Working in a team of experts from Europe/USA/Asia
- Designing navigation and pictograms for the report

[Urban Action Kit](#)

- Art direction, original layout design, print and online versions, prepress of the illustrations
- Working in a team of experts from Europe/USA/Asia
- layout of the Kit in multiple languages (English, French, Spanish, Russian, Arabic, Chinese and Ethiopian)

[Heatwave Guide for Cities](#)

- Art direction, original layout design, print and online versions, prepress of the illustrations
- Working in a team of experts Europe/USA
- Layout of the Guide in multiple languages (English, French, Spanish, Russian, Arabic)

[Heatwave Guide for National Society Branches](#)

- Art direction, original layout design, print and online versions, prepress of the illustrations
- Working in a team of experts Europe/USA
- layout of the Guide in multiple languages (English, French, Spanish, Dutch, Russian, Arabic, Swahili and Bahasa)

[Framework for Climate Action Towards 2020](#)

- Art direction, working with IFRC brand guidelines

[Global Action, Local Ambition Partners for Resilience II Phase Flagship report offline, online versions](#)

- Art direction, original layout design, print, pdf and Shorthand versions, photo selection
- Working in a team of experts
- Designing original maps for the high-level report
- Creation of an [interactive toolkit](#)
- Designing original graphics, maps and pictograms for the report

[Development and Climate days](#)

- Working with Development and Climate days brand guidelines
- Designing products for events (offline and online programme, signage, promotional materials, social media kit)
- Designing maps

[The Future of Forecasts: Impact-Based Forecasting for Early Action](#)

- Art direction, original layout design, print and online versions, photo selection
- Working in a team of experts
- Designing original infographics and pictograms for the report

[Online version of the Annual report of the Climate Centre](#)

- Working in Shorthand, multimedia intergration

[Annual reports of the Climate Centre](#)

- Working with a team of experts
- Designing graphics for the annual report
- Working with Climate Centre brand guidelines

[La prévision des impacts comme levier de l'action humanitaire \(Action-based flood forecasting for triggering humanitarian action\)](#)

- Working with brand guidelines

[A 1.5°C warmer world: A guide for policy-makers and practitioners](#)

- Working with a team of experts
- Designing original infographics and pictograms for the report
- Working with Braced brand guidelines

[A guide to Effective Collaboration and Learning in Consortia](#)

- Designing original infographics and pictograms for the report, photo selection
- Working with brand guidelines

[Partners for Resilience Community interventions and beyond 2011-2015](#)

- Art direction, original layout design, print versions
- Working in a team of experts
- Designing original maps for the high-level report
- Designing original graphics, maps and pictograms for the report

[Series of reports, case studies and working papers for the Red Cross Red Crescent Climate Centre](#)

- Creation of the brand guidelines and redesign of the logo of the Red Cross Red Crescent Climate Centre
- Working with brand guidelines
- Design of the case study, working paper and report layout templates
- Working with a team of experts
- [Climate-related extreme weather events and COVID-19](#)
- [Reducing the health and water, sanitation and hygiene \(WASH\) impacts of climate change](#)
- [Climate change tripled the odds of the record-shattering rainfall from Hurricane Harvey](#)
- [Opportunities and barriers to the access and use of climate information for small and medium enterprises \(SMEs\) in Uganda and Kenya](#)
- [Climate Change – an introduction for staff and volunteers](#)
- [Integrated Risk Management and the Philippine Red Cross](#)

[Shear – Visual identity system and templates of case studies and working papers](#)

- Designing the logo, brand guidelines, case study and policy brief templates (for ex: [A Practical Guide to Seasonal Forecasts](#))
- Final report: [SHEAR Impact Stories 2016-2022](#)

In the last 15 years my main clients were:

- Red Cross Red Crescent Climate Centre,
- Netherlands Red Cross,
- Belgian Red Cross,
- International Federation of Red Cross,
- Plan International, Asia Regional Office,
- IIED (International Institute for Environment and Development)
- PhoenixDesignAid (WHO, UNEP, UNICEF, UNDP, OECD, IFAD)
- GreenInk (CDKN, WHO, FAO, UN Assembly)
- French Institute of Budapest,
- Czech centrum in Budapest.

Fleur Monasso (monasso@climatecentre.org),
Alex Wynter (wynter@climatecentre.org),
Lene Sojberg (ls@phoenixdesignaid.com)
Guy Manners (g.manners@greenink.co.uk)
Marlou Geurts (MGeurts@redcross.nl),
Clair Grand-Salmon (clair.grant-salmon@iied.org),
Htet Wai Zin (HtetWai.Zin@plan-international.org)
Solene Blanchere (solene.blanchere@croix-rouge.be),
Kader Lejri, French Institute of Budapest k.lejri@inst-france.hu).

Professional experience at companies

	Location		Description		
2004-2010	Budapest, Hungary	Havas and Co	Art director, owner	graphic design, desktop publishing, production manager, 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	
Eva Havas (Havas and Co - owner) office@havasestarsa.hu , Gilles Rooss, Gameo (Gilles.rooss@gmaeo.ch)					
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	
Today the magazine only exists in online version. Annie Marquet-Pénichoux (marquetp@gmail.com)					
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	
(no contacts – company no longer exists)					
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	
(no contacts – company no longer exists)					
1997-1998	Paris, France	MBA Events, Paris	Art director	Book design, Visual communication, original design and layout of GMAT and TOEFL books	
(no contacts – company no longer exists)					
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”)	
Mo Ortiz (iguana2@t-online.hu)					
1994-1995	Budapest, Hungary	Havas and Co	Junior Art director	Production manager, Graphic designer, client services	
Éva Havas office@havasestarsa.hu					

Exhibitions

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, typo-2009.blogspot.com
2009	Budapest	Bulvár	participant	Peter Wilhelm Art Center
2008	Budapest	Signs	participant	Aranytíz Gallery
2007	Budapest	Kassák 120	participant	Kassák Museum
