



Csenge Csog

Product design · Branding · Design Systems

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www.csengemse.xyz

Experience

UX/UI Designer · Dentsu Creative Germany 2022 – Present (formerly RCKT)

- + Designed and maintained scalable Figma design systems across multi-client environments (Henkel, Porsche, Nokera, Gründerland Bayern) with a focus on component architecture and cross-team consistency
- + Defined interaction patterns and motion language for [wechseljahre-verstehen.de](https://www.wechseljahre-verstehen.de), an MVP menopause information platform, balancing accessibility requirements with engaging, content-rich flows
- + Contributed to UX/UI design for Besins Healthcare Germany and Doctari Group, collaborating with researchers, senior designers, and product teams across complex regulated environments
- + Supported early concept development, naming exploration, and visual identity design for a new Besins DiGA app
- + Led art direction and applied sustainable web design principles: low-power UI, lightweight assets, energy-efficient colour strategy for ECF campaign platform [gaswargestern.de](https://www.gaswargestern.de)
- + Contributed to interaction design and spatial experience for the de:hub digital platform and ecosystem forum, as part of an interdisciplinary team spanning UX research, brand, and development
- + Integrated AI-assisted workflows (Claude, Figma Make, Lovable) into early-stage ideation, rapid prototyping, and MVP exploration

Freelance Designer · Harmonica School Berlin 2021-2022

- + Designed a multi-purpose education platform from concept to launch: covering online courses, workshops, and summer camps, as the sole designer working directly with the founder and developer
- + Built the foundational Figma design system, defining components and visual language for consistent cross-channel use
- + Ran user testing sessions and iterated on flows and interactions based on qualitative feedback
- + Delivered brand identity and digital design for additional small clients across print and web

Digital Interface Designer · Atracore 2020 – 2021

- + Designed interactive e-learning modules and quiz-driven interfaces for UCB Pharma, focused on making complex medical content engaging and easy to navigate
- + Created animations and GIF-based explainer sequences to support comprehension across different learning stages
- + Worked within multi-stakeholder review processes, balancing clinical accuracy with clear, accessible UI

Graphic designer · Ruska, Martín, Associates 2019

- + Art direction and concept development for wine label design; print and artwork production

Education

MA Design 2018–2020

Universitatea de Arte și Design Cluj-Napoca
Erasmus+ · UPV/EHU Bilbao

BA Graphic Design 2014–2018

Universitatea de Arte și Design Cluj-Napoca

BA Design & Art Pedagogy 2014–2018

Erasmus+ · ESDIR La Rioja

Certificates

Foundations of User Experience (UX)

Design · Google Certificate · 2023

Foundation HTML, CSS + Javascript ·

SuperHi · 2023

Defining UX Strategy

The Fountain Institute · 2024

Healthcare UX Certification · Maven · 2026

Core Skills

Design

UX/UI
Art Direction
Visual Storytelling
Motion & Interaction
Editorial Design
Accessible design

Strategy & Research

UX Strategy
UX Research
Trend & Cultural research
Content Planning

Technical

HTML/CSS (basic)
CMS WordPress, TYPO3

Languages

Hungarian – Native
Romanian – Fluent
English – Fluent
German – Beginner
Spanish – Beginner

Systems

Design Systems
Component Architecture
Responsive Design
AI-assisted Prototyping

Tools

Figma
Adobe Creative Suite
After Effects
Figma Make
Lovable
v0