



# Peter Horvath *digital strategy, service designer, UX*

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📄 B work permit

*Highly driven digital expert, self-starter and team player, with a passion for strategy, business and human-centered design. I bring international expertise in experience design, product / project management, and marketing strategy – from corporate, startup, agency and freelance environments*

## Professional Experience

### holistique.design – Principal Experience and Service Designer

September 2018–; Geneva, Switzerland

Consultant in the field of user experience design and service design, helping companies define and resolve their product and strategic challenges.

#### Key Achievements

- User experience testing, research and design for multi-sided platform startup
- Digital product strategy consulting
- Establishing agile UX process for two-sided-platform startup

### Inmarsat – Digital Services and Passenger Experience Manager

June 2015 – August 2018; Nyon, Switzerland

Our international product team at this satellite communications provider helped the company transition from B2B to a retail-focused B2B2C setup, working with satellite technology team, aviation clients and partners at the crossroads of agile and waterfall.

#### Key Achievements

- Transitioned team to a modern product approach based on user journey, user stories, product roadmap, UX research, mockups, prototypes and atomic design
- Worked with engineering team on internal analytics dashboard, to bridge the “feasible” with the “desired”
- Continuous digital product enhancement from concept to launch

### Independent Digital Marketing Consultant

July 2014 – June 2015; Geneva, Switzerland

#### Select projects

- Lead strategic planning for T-Mobile’s multi-country project
- Created and Facilitated digital marketing workshop for Vodafone up to VP level
- Planned full year IBM CEE cloud computing communications strategy
- Conducted social media landscape research for Geneva-based jewelry brand

### Ogilvy & Mather – Digital Marketing Strategy Lead

February 2011 – July 2014, Geneva & Budapest

At this leading global communications & digital agency, I acted as one of 5 digital strategists for IBM’s developing markets region. Acting in a geographically dispersed team, I focused on CxO projects and software group priority agendas.

#### Key Achievements

- Integration of our team as a new layer into communications strategy development
- Analytics dashboard concept definition
- Introducing new processes, including project evaluation, and “rapid strategizing”

## main skills used

User onboarding design  
 Wireframing, prototyping  
 Usability testing  
 End-user research  
 Design process optimization  
 Digital product optimization  
 Workshop facilitation  
 Service design

Digital-Physical Product management  
 Wireframing & prototyping  
 Qualitative & Quantitative research  
 Satisfaction monitoring  
 Service design  
 Agile process development  
 Roadmap development

Strategy development  
 Qualitative research  
 Workshop design & facilitation  
 Communications planning  
 Branding

Strategy development  
 Customer journey mapping  
 Process development  
 Communications planning  
 Demand generation  
 Training & facilitation

## Isobar North America – Product Manager

April 2010 – January 2011, Toronto, Canada

At the North-American unit of this leading global digital agency I owned full project lifecycle management on mobile, desktop and physical-digital projects. I lead cross-agency creative and development teams across borders and continents.

### Key Achievements

- Leading experimental physical-digital projects for P&G
- Managing P&G US student social platform project, coordinating multiple agencies
- Spearheading improvements to key internal project management processes

Cross-platform projects  
Client management  
Product management  
Project management  
Process development  
Partner leadership

## Isobar – Project Manager

April 2004 – February 2010, Budapest, Hungary

Daily and strategic manager for top clients of Hungary's leading digital agency (incl. Samsung, Sanoma, T-Mobile). Owned full project life-cycle management from concept to delivery. Managed technical and creative teams, oversaw work of junior colleagues.

### Key Achievements

- Managed Hungary's biggest digital campaigns
- Lead effectiveness- and creative-award-winning projects
- Created market-first research of user-side technologies & Advertising Workshops

Communications planning  
Concept development  
Team management  
Project management  
Research  
Training development  
Process development

## IQ Marketing – Account Executive

February 2003 – April 2004, Budapest, Hungary

- First digital presence for Kimberly-Clark Hungary. Nation-wide Peugeot events.
- Compiling advertising's legal regulations and best practices

Concept development  
Process development  
Event management

## Professional Community Work

### Service Design Network Swiss Chapter – Co-Founder (2018 – to date)

To promote the practice of service design in Switzerland, I co-founded and represent the Service Design Network's Swiss national chapter along with Luzern University of Applied Sciences and Art, Swisscom and Telono.

### Digital Strategy and UX Meetup – Founder (2014 – to date; Geneva)

I founded, curate and moderate Geneva's largest and most active grassroots event series at the intersection of technology, business and user-centered design. 2100+ members and 45+ past events attest to our success.

## Education

### Executive MBA – Management of Technology and Innovation

2018-2019: EPFL, Swiss Federal Institute of Technology, best academic performance, valedictorian

### BA in Economics

1999-2003: Budapest Business School, Faculty of International Management and Business; valedictorian

2002: Helsinki Business Polytechnic, Finland. National scholarship for outstanding scholastic record.

### Certification & courses (2011-2019)

- On human-centered design: "eCommerce UX" – Vitaly Friedman workshop; "Human-Centered Design" – IDEO.org; "Design Sprint Masterclass" – Jake Knapp / Design Sprint; "Service Design Bootcamp" – Design Thinkers Amsterdam; "Human-Computer Interactions" – UC San Diego MOOC; "Psychology" – University of Toronto MOOC
- On product management: "Professional Scrum Product Owner" – Scrum.org; "Agile Development Specialization" – University of Virginia MOOC, Darden School of Business; "Digital Analytics" – Google MOOC

**Languages:** English (C2); German (C2); French (B1); Hungarian (mother tongue)

*It's the end of my resume – but just the beginning of our relationship...*