

Gergely Krisztian Toth

Budapest, Hungary · gktoth@gmail.com · +36209148952

PROFILE

Senior creative practitioner with 20 years of experience across art direction, strategic communication, and integrated campaign development. Strong track record translating briefs into coherent concepts across digital, brand, and campaign contexts — for major national and international clients. Focused on data-driven validation, user-centred thinking, and the methodology behind effective digital concepts.

EDUCATION

BTEC Higher National Diploma (Level 5) in Design

University of Brighton, United Kingdom · 2000–2002 · Language of instruction: English

Focus areas: Visual Studies · Design Studies · Specialist Practice · Major Project

Selected for the school's internal studio working with real clients.

Taught introductory multimedia to junior students.

PROFESSIONAL EXPERIENCE

Digital Experience Designer

Bettery Digital Marketing Agency, Hungary · 2019–2024

- End-to-end digital campaign development — from client audit and strategic framing through concept, copy, design briefing, and front-end execution
- UX/UI collaboration — bridging concept and technical implementation across web, app, and campaign contexts
- Digital communication planning across web, social, and display channels
- Selected clients: Jim Beam, Maker's Mark, TCL, Roku, iRobot

Independent Practice — Creative Consultation & Digital Production

Self-employed · 2015–present

- Concept development, art direction, and production across digital, brand identity, and motion
- Currently active in generative and prompt-based design workflows

Head of Art

Relatív Advertising Agency Ltd., Budapest · 2007–2015

Progression: Art Director → Senior Art Director → Head of Art

- Concept development and creative leadership for integrated national campaigns
- Brief interpretation and conceptual framing across print, outdoor, and digital channels
- Key accounts: Malév (Hungarian Airlines), MÁV, Tchibo, Municipality of Budapest
- Art Director for a national-level election campaign (2010)

Brand & Visual Identity — EU Market Introduction

Immitec Norge AS · 2015

- Developed full brand identity and visual communication system for EU market entry

COMPETENCIES

Strategic brief interpretation · Art direction · Full-service creative production · Cross-disciplinary coordination · Cross-channel campaign planning · UX/UI collaboration · User-centred thinking · Visual communication · Generative & prompt-based workflows

LANGUAGES

Hungarian — Native | English — Professional proficiency

REFERENCES

Available upon request.