

Attila Dinnyés

Portfolio 2023

PROJECTS

WEB/UI

DESIGN

TUTOR

CRAFT

WINSTORIES

CONTACT



Dear Sir / Madam,

I'm Attila Dinnyés and I would be glad to join your project as a Design Lead. I have a decade of experience in several types of making, developing, materializing and crafting design, I also made full offline and online layouts for small and large businesses, worked together with agencies, startups (School of AI, Kiscsillag band, Tiszta Energiák Kft., Grape Solutions, Fre3Dee Printing, Visy Dóry jewel design).

In this portfolio I'm focusing on projects that I lead as a designer or manager. I was doing corporate design and branding, b2b for Vodafone Netherlands and Vodafone UK, but I'm showing some other parts of my interests and skills as a freelancer as well like digital crafting, object design and mentoring.

I hope we can see each other in person soon, until then don't hesitate to get in touch:

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*Dinnyés
Attila*

Trend research

Dreamchip Technologies GmbH. School of AI The house of creative entrepreneurship

With a team of six professionals coming from different areas in The house of creative entrepreneurship's AI program we provided a **new production plan** and suggested a pivot in design approach **for the leading chip developing firm** in Europe, Dreamchip Technologies.

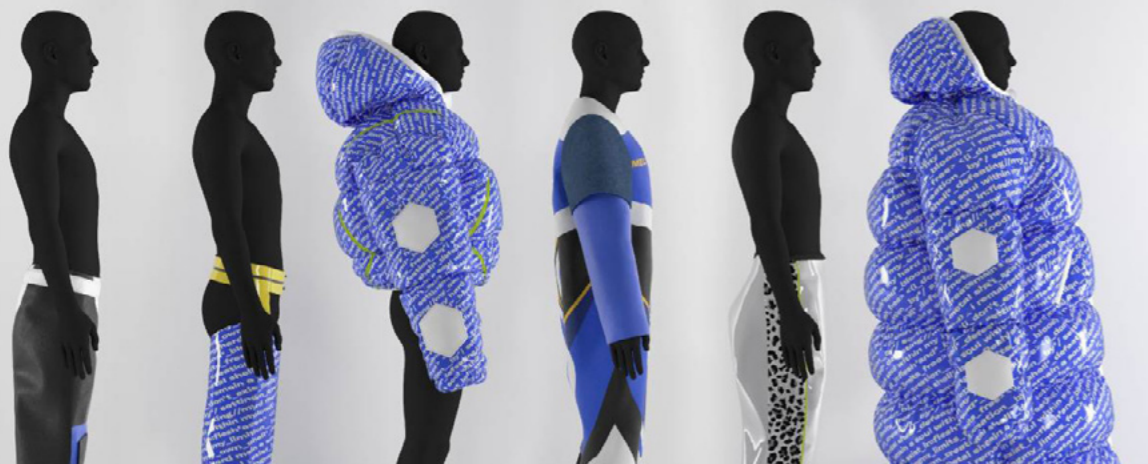
Based on our UX survey, introducing **AI, AR, reactive surfaces** we suggested plans, projects that could make DreamChip reach wider spectrum of partners and going ahead of the market.

Considering their state of the art lens design, lidar technics and chip development and their 180 developers who are working there, we highlighted areas that could be revolutionized in the next couple of years by them such as **AI usage in 3D image creation and traslation**, **AR in commercial use**, **AR in professional use**, **supporting the needs of emerging countries**, **portability**, also resourcing **human implants**, **tensor holography** in healthcare.

Since the project was in 2020, and we already seen most of our predictions and plans materializing in use, the work with us considered a huge success.

Assets	Design lead, planning
Group	The house of creative entrepreneurship, Shool if AI

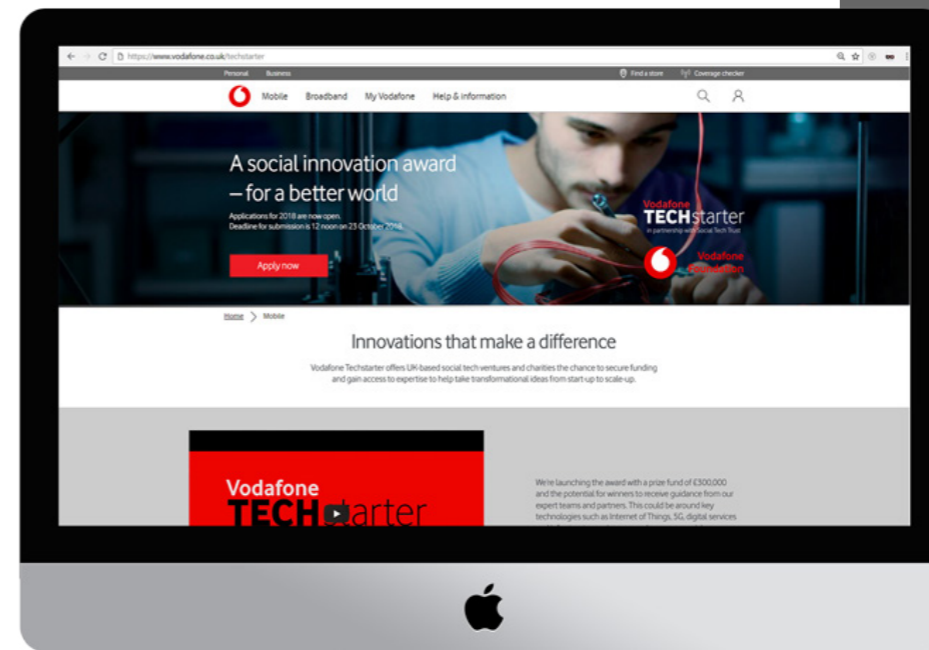
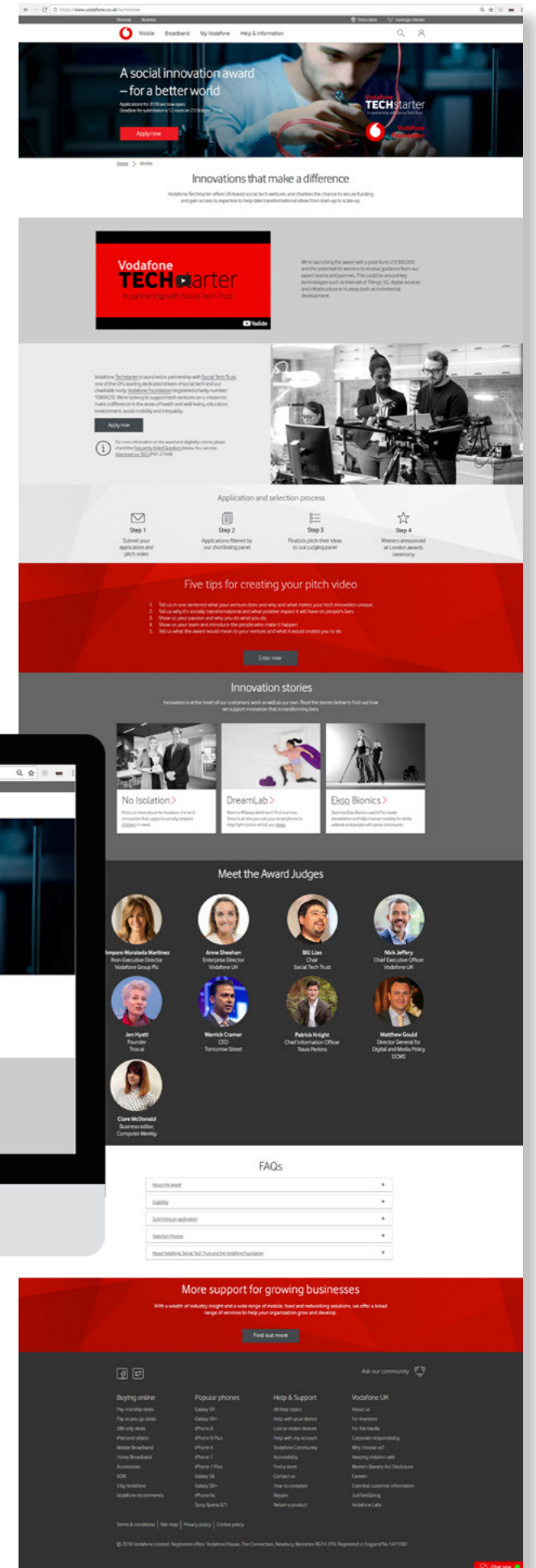
Assets	Landing page, images, video
Requestor	Kellie Coller
Group	UK Digital Consumer



Innovation Prize project

Telling a good story is at the heart of our work as a team of copywriters, designers and content editors. To help Vodafone Sustainable Business share their inspirational stories of sustainable tech development, **we built a new online hub complete with a landing page**, three subpages and a brilliant video. The Sustainable Business Hub is sure to captivate the imagination of future business partners.

It was a nice challenge to push the boundaries of the webpage's grid with the frontend developers.



“Thanks Attila, you are the best :)”
Kellie Coller
 Senior Manager
 Social Engagement

Sony Xperia XZ3

Overview Specifications Review Why Vodafone? Choose a plan

Brilliant colours from an OLED screen. AI-enhanced cameras and superb stereo sound – meet the Sony Xperia XZ3.

Get your Spidey-sense tingling

Get entranced in the world of Spider-Man – the brand new PS4 game puts you in the shoes of everyone's favourite web-crawler. Chase down Sony's enemies and explore a vast world in one of the best Super Hero games to date.



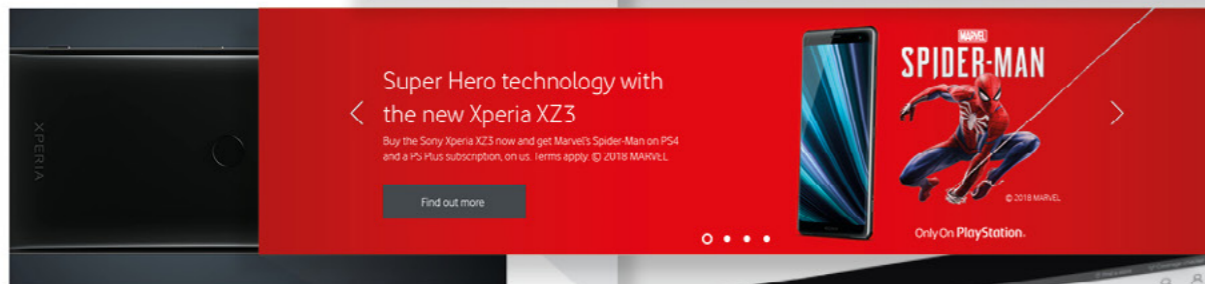
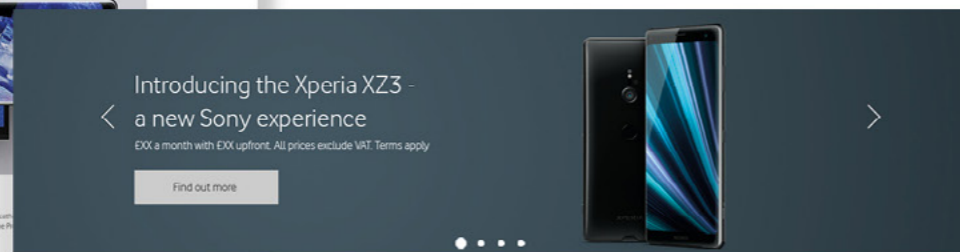
A BRAVIA TV in your palm

Lose yourself in a stunning world of rich colours and detail – the Xperia XZ3 boasts a brilliant OLED screen with HDR technology to elevate your viewing experience. To top it all, its 4K screen resolution keeps you fully immersed.



Think less, capture more

The XZ3 is your ultimate partner for capturing your most precious moments and beautiful HD videos. The in-built AI technology can help frame the perfect shot, while the Capture feature ensures you never miss a smile.



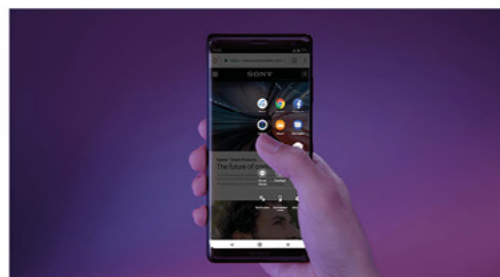
Sounds exquisite

Tune in to an improved listening experience thanks to Sony's vocal analysis technologies. Play your favourite tracks in true High-Resolution Audio when connecting to wireless speakers. Plus, DSEEiX technology boosts the quality of your compressed music files.



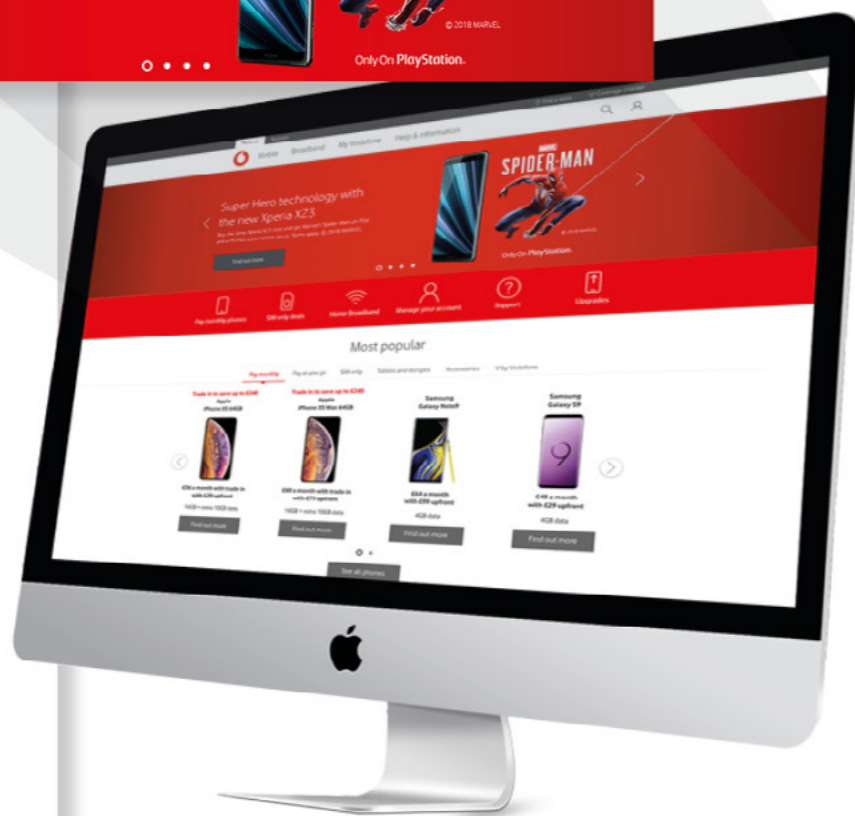
Beyond the edge

The Xperia XZ3's intuitive design pushes your productivity to new levels. Side sense makes accessing your most used apps quicker than ever – simply 'slide' tap anywhere on either side of your phone. And to lock your phone, just set the Engage sensor on the back.



One of the most challenging launch was this, because Vodafone gave a Spider-man themed Playstation game in bundle with the phone. So all the banners and river content had to be approved by Sony, Playstation and with Marvel as well.

Assets	homepage banner, businesspage banner, product page, product images, river content
Group	UK Digital Consumer



Copywriting Academy



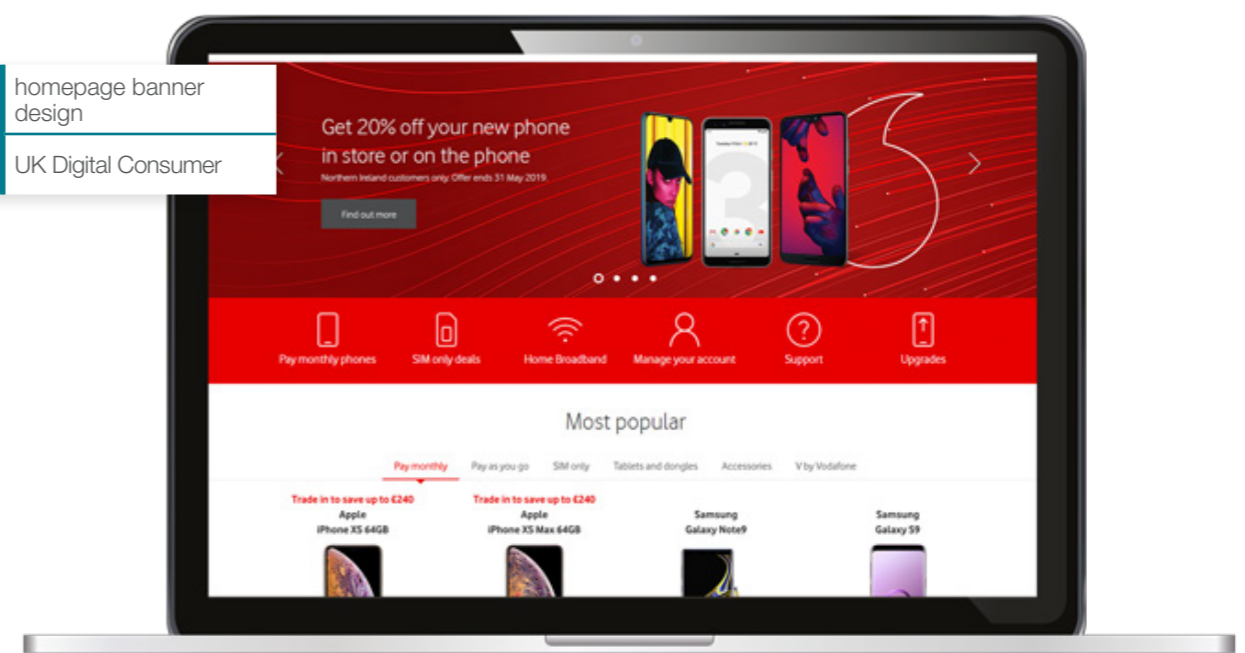
Assets	Full Layout, Logo, Powerpoint template, Pitching onepager, Handout template, Lesson plan template
Group	VSSB Marketing



Nokia

Vodafone - Northern Ireland campaign

Assets	homepage banner design
Group	UK Digital Consumer



Case Study

Assets Case study
Group Vodafone NL



Onepager

Assets Case study infographic
Group Vodafone NL

Vrijheid werkt

Het Nieuwe Werken verhoogt de werknemersproductiviteit bij midden- en grootbedrijven

1 Productiviteit



Er is een sterke link tussen werknemersbetrokkenheid, productiviteit en commercieel succes. Bedrijven die investeren in werknemers ontvangen drie keer deze investering in rendement!

2 Trends

Sociaal, economische, technologische en werknemertrends veranderen de manier van werken. **Werknemers willen flexibiliteit:** Werknemers willen graag meer flexibiliteit met werkplek en -tijden, wat zorgt voor een verbetering van de werk-privé balans en werknemersbetrokkenheid.



Multi-generatie werknemers: Er zijn vijf generaties op de werkvloer, met een eigen manier van werken.



Portfolio-carrières: Werknemers nemen verantwoordelijkheid voor de eigen carrière en hebben vaker meerdere (parttime) banen en/of functies.



Globalisatie: Het is eenvoudiger om op nieuwe manieren samen te werken met teams die werkzaam zijn op verschillende locaties, regio's en zelfs landen.

3 Nieuwe tools

Om nieuwe manieren van werken mogelijk te maken moeten bedrijven een aantal stappen ondernemen.

Infographic

Assets Infographic, iconography
Group Vodafone NL

3 Nieuwe tools

Om nieuwe manieren van werken mogelijk te maken moeten bedrijven een aantal stappen ondernemen.



Digital leaders: Dat iedereen mee doet is belangrijk: stel digital leaders aan die werknemers kunnen ondersteunen in digitale vaardigheden.

Samenwerkings tools: Een high-speed netwerk en cloud computing vormen de basis voor nieuwe geïntegreerde communicatie en samenwerkings tools. De impact op het Nederlandse midden- en -grootbedrijf is groot.



7 designtips voor Het Nieuwe Werken:

- Zorg voor een high-speed connection
- Biedt mogelijkheden voor video conferencing
- Gebruik productiviteit software (bijv. Yammer of Skype for Business)
- Integreer werknemers/samenwerking communities
- Creër een open kantooromgeving
- Maak gebruik van real-time communicatie- en samenwerkings tools
- Zorg voor cyber security

Vodafone helpt



Bronnen:
1. Boston Harbor: Ten metrics every growing business must keep an eye on
2. Brain Organization for Economic Co-operation and Development statistics
3. Brain: The Benefits of 4G, Vodafone research, 2015
4. IDC, primary research, IDC EMEA Enterprise Communications Survey 2015, Attributes to Unified Communications and Voice

Meer weten? Kijk op www.vodafone.nl/vrijheidwerkt en neem contact op met een van onze Accountmanagers.



Kiscsillag

Tompa kések project

Design management and digital art in cooperation with contemporary artist **Zsolt Vetlényi**.

Zsolt is a wonderful contemporary painter and a childhood friend of **András Lovasi**, the leader of the band. They wanted to make something bigger than a usual album release, so they involved literature and art more, The layout based on Zsolt's artwork, paintings, drawings, doodles, and Lovasi wrote a short tale related to the album and the related era, so the whole visual layout supports a universe that presents the album. We used these elements to create the stage set, merchandise, live video mapping during concerts, video clips. Because of the Coronavirus the book got released half a year later, so it's press conference was an exhibiton as well and a small concert, so the project really an "all in" from everybody. It is an interesting project that needs a lot of attention to details, planning and structure. It's a challenge, but that's why it's so much a bigger hit.



Cover design

Layout for the International Association of the Hungarian Language and Culture's magazine.

The cover design **hasn't changed since 1970**. Being a faculty of humanities person graduated on Elte, it was a huge honor being trusted as much by the seniors and professors of the field, putting the complete task into my hand to redesign this journal. I was trusted enough **to doing the redesign since 2013 to 2019**, when they hired a DTP editor, who does only color editing based on my design guidelines.

Assets	layout, cover design, typesetting, prepress
Project owner	NyéK

The Osvát-book design

It's always an honor to make a design for a life's work. Tibor Kosztolánczy made this **biography of Ernő Osvát and the Nyugat; 1800 pages in two volumes with a planned third volume of an extra 700 pages.**

As a former teacher of mine he asked me to make a cover design for his book. He's request was to use his relative's inkdrawing of a flower and some patterns made in 1919, because he liked it, and it's the same era of the book's hero. So as a design timetravel, I took those aquarelles, used them in digital as basics, and I made this cover.

Not just the outcome and material inside, but the thing to set an homage to a late fellow designer and **making a digital stylebook** saving her work from 1919 to 2019 is a feeling that I hardly can put into words.

Assets	Cover design
Project owner	Kosztolánczy Tibor



Greenpeace

During work in **Oslo at Greenpeace Norge** I had the luck of doing good things for the environment, and my own development as well. Working for a firm as huge as Greenpeace, communicating with people, volunteers, coworkers from all around Europe, **making campaigns** that literally effects the globe and doing the right things for our planet was a huge challenge and a great experience for me.

Assets	Flyers, banners, badges, layouts, online and offline assets
Group	Greenpeace Norge



Teaching, mentoring

Károli Gáspár University

Teaching at **one of the largest universities in Hungary** is a great honour and responsibility.

I'm teaching two courses of **photoshop, design thinking** and **word / powerpoint** tricks and tips for non-designers. After the success of the first semester, I started the second one with a third photoshop course, a **Blender 3D** course and a **Webpublishing** seminar.

My aim is to show the approach of a designer and a project manager, that makes the students able to be open for anything new by respecting and knowing the classic product and service design by applying the possibilities and needs of the present. I've learned the importance of research and sensibility, and I'm passing through all the thoughts, ideas and learned skills about it like I would've been very happy to hear them if somebody would told me 10 years ago.

Vodafone Design Academy

The design academy is an 8-week course created for non-designers, specifically about design-related topics.

On an offsite training we brainstormed about a possible way of training our own interns, **channeling our knowledge** for the benefit of both sides. This project became alive and materialized as an **8 course training session with 14 designers teaching the related field of theirs** – like design thinking/psychology, design software, colours, offline design, online design, Powerpoint tricks, basic webdeveloping, Interactive surfaces, infographics, etc. The classes and the homeworks were aligned to each other, each following class was based on the previous, and at the end the students had to present their endproduct with all the preferred homeworks made. We started the session for the marketing team only, with the possibility of spreading to enterprise level. The feedback spoke for itself immediately, **the course filled up within 5 minutes, so we started an other one parallel to the first, shifted with 4 weeks.**

I was teaching design thinking and within an other course design tools, composition and implementing them to Powerpoint. In the end, the whole academy remained within the Marketing, but the **UK got so excited** about it that they made a training like this according to our plans, **bringing the idea to a franchise level.** During my years at Vodafone SSB **I expanded my part to an individual 2 hours design thinking training** and I held it two times with great succes.



Crafting and materializing design

ePick project

Being a guitarist I know how a guitar pick should look and feel like and as a craftsman, I always wanted to make all my pick by myself. I kickstarted ePick in 2014 when I discovered the potential market for the **customized handmade low quantity guitar picks**, and I ran it until 2019. During these years I researched and developed styles and experimented materials and made the product (depending on the surface and the material) completely personalizable with special surface printing and laser engraving that made **the endproduct completely unique**. The customers' needs were varying from 5-10 piece orders to large festivals' 10000 piece orders.



Crafting on demand and for fun



Visy Dory Jewel design

Assets	Handcrafting, object design, material design
Group	Visy Dory



Product design and development in cooperation with Dory Visy.

The product is made of a handcrafted, handshaped, colored resin and paper-based material with silver. The jewel's body, **the raw material itself is flexible**, freely **shapable** and reshapable by hand anytime, it just needs hot water to get it softened, and cold water to fix. Even if the user don't get the possibility of that in a particular product (only some of the endproduct is flexible, the ones without paper inside), the working and ideating with the jewel has much **more possibility and artistic choices to make while crafting than with a rigid object**. The resin composit is researched and developed by myself for these particular objects.



Win stories

Kiscsillag - Tompa kések Book design *Covid troubleshooting*

Design management and digital art in cooperation with contemporary artist **Zsolt Vetlény** for the Kiscsillag band's Tompa Kések album.

I had the honor to team up with one of the most famous urban contemporary artist to make a design for the most influential '90s alternative band's new album. Who could ask for anything more? We got excited and work as hard as we could, but **Corona happened**. All the concerts were called off, starting just at the very day when the debut should have been held. We got stuck, we did nothing but this project for months, we haven't got any plan B. **András Lovasi**, the leader of the band **wrote a small tale**, it was waiting for it's turn to make it visible, and we were talking about an illustrated album before with collectables, stickers, extraordinary quality, something really superb - so we decided not to escape, but to **run forward with this**. We had nothing but time, so we deepdived into the work. We were working trough the summer, we came up with the idea of an extra show, and since we are talking about serious paintings and drawings, an exhibiton as well for the extra content, a small concert, meet and greet with the authors. We haven't stop communicating about the process, and organized small events, we kept up with social media, and **by the fall** we had a blast with this event, and **the book was completely sold out for Christmas**.

An additional extra, since we had to make some income, we made a plan B. During the work on Tompa Kések book, **we develop sideprojects** based on our raw materials - Zsolt and I figured out that a particular page with Hungarian celebrities was a real pleasure to make and has some extra potential, and based on that **the "Hungarian poets and writers in bars" portrait series came alive**, and with a quickly manageable business plan we made prints and **got invited to Hadik pub**, which was always a great place for artist and writers.



ePick

Guitar picks for disabled people

With the ePick project I ran into various different requests, but the most heartbraking one came from a friend of mine, who wrote me that "only few will be enough, I couldn't play anymore, so they won't wear." I found that **osteoarthritis, tendinitis, carpal tunnel syndrome** is bigger issue amongst musicians than we would think, it causes numbness and pain. I found **redesigned tools can rewire the muscle memory**, and I made an unusual, thick, pointy guitarpick according to that.

With the different shape, different muscles are working and the pointy edge encourages more accurate play and concentration. The effect was quite immediate, my friend felt the new style a bit weird for a while, but **he got back his ability to play again**.



Osvát - Book cover

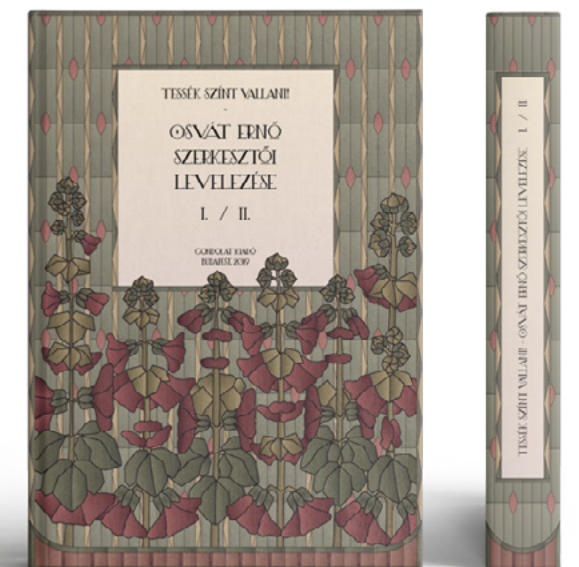
Renewing a hundred-year-old design


It's always an honor to make a design for a life's work. Tibor Kosztolánczy made this **biography of Ernő Osvát and the Nyugat; 1800 pages in two volumes with a planned third volume of an extra 700 pages**.

As a former teacher of mine he asked me to make a cover design for his book. He's request was that I should use his relative's inkdrawing of flowers and a pattern made in 1919. I wasn't truly a fan of this request, it's a nightmare to work with anybody's unfinished sketch, not to mention the ethics of it.

From Tibor I learned that the above mentioned designer, Ilona Greizinger, always wanted to contribute in designs like that, but she never were able to succeed, and it would be a nice gesture to use any of her art. So getting the green light, I took those aquarelles, used them in digital as basics, and I made this cover.

Not just the outcome and material inside, but the thing to set an homage to a late fellow designer and **making a digital stylebook** saving her work from 1919 to 2019 is a feeling that I hardly can put into words and **I always be thankful for**.





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