



# Krisztián Kánvási

Senior Graphic Designer



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Budapest, Balatonszepezd



Date of birth: 27. 12. 1974



Languages spoken: hungarian, english



20+ years of professional experience

01

03





# Education and Professional Experience



## Education

MOHOLY-NAGY UNIVERSITY OF ART AND DESIGN

1997-2002

Visual Communication, Photography

TÓTFALUSI KIS MIKLÓS SCHOOL OF PRINTING

1993-1996

Printing Photographer

## Professional experience

UNIVERSUM 8

2019-2025

Senior Graphic Designer

- ▶ Campaigns
- ▶ Presentations
- ▶ Identity design
- ▶ Branding
- ▶ Social media
- ▶ Web layout

ISRV ZRT.

2017-2019

Senior Graphic Designer

- ▶ Corporate identity design
- ▶ Presentation design
- ▶ Web layout
- ▶ App design

SZABADÚSZÓ GRAFIKUS

2006-2017

Graphic Designer

- ▶ Photography
- ▶ Packaging design
- ▶ Identity design
- ▶ Book design
- ▶ App design

PESTI EST MAGAZINE

2002-2006

Art Director | Graphic Designer

- ▶ Photography
- ▶ Identity design
- ▶ Book design
- ▶ App design

VITAMIN ARTWORK

2000-2002

Junior Graphic Designer

- ▶ Photography
- ▶ Designing materials for musical productions
- ▶ Book design



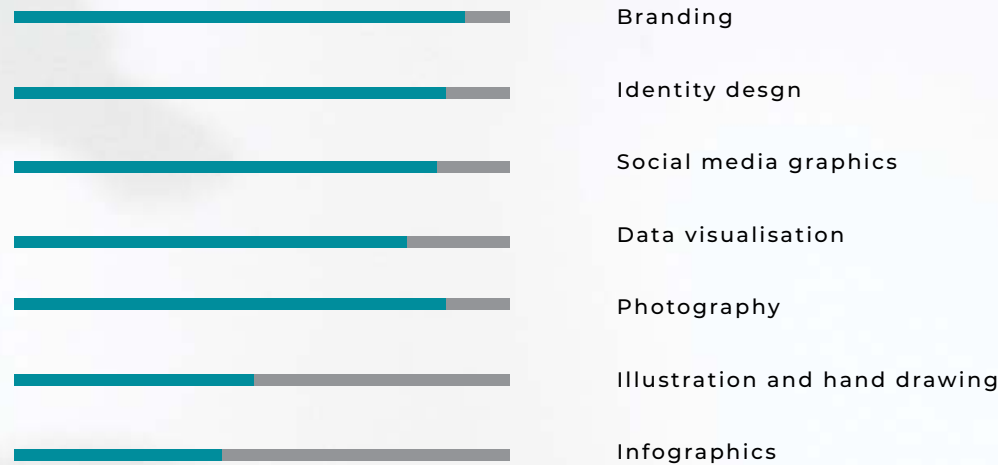


Technical and Creative Skills

Knowledge of software



Creative skills



Hobbies



Technical skills

- ▶ Vector and raster graphics
- ▶ Typography and pagination
- ▶ Web design and UI/UX skills (Figma)
- ▶ Prepress and DTP skills
- ▶ AI software skills (Midjourney, FireFly)

Personal and other skills

- ▶ Strong visual sense
- ▶ Precision and attention to detail
- ▶ Ability to work quickly and efficiently
- ▶ Teamwork and communication skills
- ▶ Understanding and delivery of customer requirements
- ▶ Time management and meeting deadlines



# DIGITAL PORTFOLIO

HIGHLIGHTED  
WORKS



# CORPORATE DESIGN BRANDING

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**Client:**Universum 8  
**Date:** 2023-2024  
**Contributed by:** Norbert Pocsai

# UNIVERSUM 8 BRANDING

A well-designed visual identity can be the difference between an average brand and an unforgettable one. Unique graphic elements and consistent design language help Universum 8 to be instantly recognisable from the crowd. This is particularly important in areas such as digital marketing, gaming or working with international partners, where visual language can become a universal communication tool.



*Click here!*



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**more info**  
[www.universum8.com](http://www.universum8.com)





# UNIVERSUM 8



During the design process, I thought about how the visual elements (e.g. social media posts, presentations, product packaging) could be seamlessly adapted to different platforms.

This consistency avoids confusing messaging and reinforces brand credibility. For example, a well-coordinated identity can increase website conversion rates or social media engagement.





U8

UNIVERSUM 8



Visual identity is not only an outward but also an inward influence. Unique design elements (e.g. unique office decorations, staff uniforms) can create a sense of pride and belonging within the team. This can be a motivating factor and contributes to a company's long-term capacity for innovation.





AZT MONDJÁK,  
AZ UNIVERZUM  
EGYENESEN VÉGTELEN

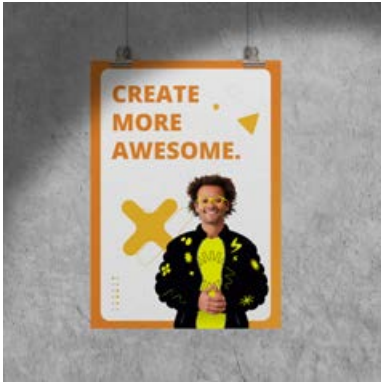
8 DE MI SZERETÜNK KICSI CSAPANI A MEGSZOKOTT DOLGOKON

**UNIVERSUM 8**

KÖSZÖNJÜK ÜGYFELEINKNEK ÉS AZ APEX-LISTÁNAK, CÉLUNK, HOGY JOVÓRE IS RENGETEG ELEGEDTT ÜGYFÉLLEL ÉS MEG TOBB DIJAL SZÁGULDJUNK ELŐRE A KREATIV ÜGYNÖKSÉGEK EGYRE TÁGULÓ UNIVERZUMÁBAN.

APEX-LISTA TOP 10 | PR  
APEX-LISTA TOP 5 | EVENT

universum8.com



# **GAMING INTERACTIVE EVENTS**



Client: Universum 8

Date: 2022

Contributed by: Nóri Geszvein

# JUDIT POLGÁR VS THE WORLD

20 MARCH, 2022

Come and join us!

More info:  
[jpvstheworld.hungaryexpo2020.hu](http://jpvstheworld.hungaryexpo2020.hu)



Click here!

more info

[jpvstheworld.hungaryexpo2020.hu](http://jpvstheworld.hungaryexpo2020.hu)

## HOSTS



GREGORY SZÜCS



TANIA SACHDEV



# JUDIT POLGÁR VS THE WORLD



## JUDIT POLGÁR VS THE WORLD

Judit Polgár vs The World World Record: the first in history, interactive community chess simulcast.



Click here!



more info  
[samsunggamer.hu](https://samsunggamer.hu)

# #SamsungGamer

## #SAMSUNGAMER GAMING CAMPAIGNS

A long-term partnership with Samsung based on interactive communication and community activities. I helped the team to support this with social media and website graphics.

**Client:** Universum 8 / Samsung

**Date:** 2022-2024

**Contributed by:** Bence Szűcs, Laura Fejes

# #SamsungGamer



*Click here!*



**more info**  
esportuniversum.hu



# ALDI GAMING - TWITCH CAMPAIGN

9 players challenged Gábor Molnár in FIFA in 3 broadcasts,  
promoting the ALDI brand to gamers.

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**Client:** Esport Universum

**Date:** 2021

**Contributed by:** Bence Szűcs, Laura Fejes



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Before the games, the well-known content producer encouraged its viewers and followers to sign up on its Discord channel and social media platforms, with visuals captured in a photo shoot.



# LOCAL HERO TOUR



## LOCAL HERO TOUR CHALLENGE 2021-23

One of the largest series of higher education events in the country, with online and offline events to achieve the sponsors' goals. I was tasked with designing and delivering the online and offline visuals for the event.

Click here!



more info  
[localhero.hu](http://localhero.hu)

Client: Universum 8 / Samsung  
Date: 2022-2024  
Contributed by: Timea Nagy





**GAMER  
MAGYAR KUPA**



**FRESH  
CØRNER**





Click here!



more info  
[youtube.com/watch](https://youtube.com/watch)



# MOL GAMER HUNGARIAN CUP

Online FIFA tournament with the two ace, Gábor Gundel Takács and József Gáspár, commentator of Esport1.

Client: Esport Universum  
Date: 2021  
Contributed by: Ágnes Jakus



VS





# RIVALRY



**BLYYY**

**VS.**

**PIERCE**

*Click here!*



**more info**

[www.youtube.com/watch](https://www.youtube.com/watch)

**Client:** Universum 8 / Kia

**Date:** 2023

**Contributed by:** Gergely Kőrös, Norbert Pocsai





## KIA RIVALRY PROMOTION

The three black belt masters of LoL, Pierce, AK and bLYYY recruited a team and competed against each other. The influencers were created into fantasy heroes using AI, so the promotion for the two-day event was unconventional.





Click here!



more info  
[youtube.com/watch](https://youtube.com/watch)

Client: Esport Universum / HP  
Date: 2023  
Contributed by: Ágnes Jakus

A KÜZDELEM  
**NOVEMBER 9**



**OMEN** 

**JELENTKEZZ  
MOST!**



intel ♦ OMEN 

**A KÜZDELEM**



intel ♦ OMEN   Powered by Intel®

OMEN ♦  
A KÜZDELEM  
**NOVEMBER 9**



**OMEN** 

# **EVENTS CAMPAIGN/COMMUNICATION**





## SAP NOW EVENT

With my experience as a graphic designer and the Midjourney AI programme, I helped to come up with the concept for the 2024 event, and the graphics displayed at the event helped to enhance the experience with extra activities such as the AI Photo Booth, where anyone could look into the mirror of AI and see what the distant future would look like. Everyone had a great time!

*Click here!*

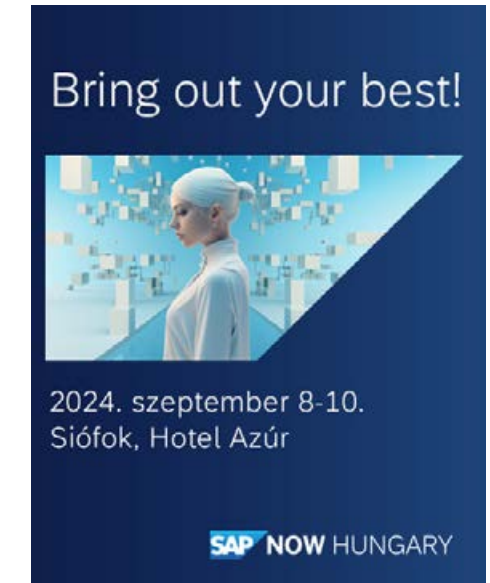
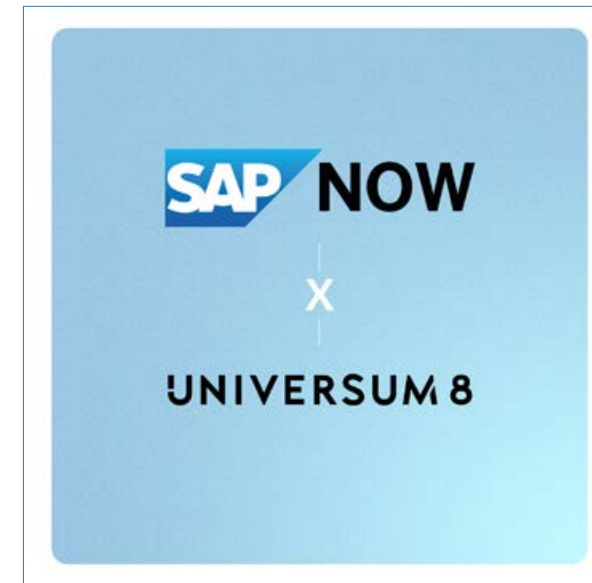


**more info**  
[events.sap.com/hu](https://events.sap.com/hu)

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**Client:** Universum 8 / SapNow  
**Date:** 2023  
**Contributed by:** Norbert Pocsa







2023.04.25.



LOCAL  
HERO  
TOUR

érezd #!%@? jól magad!



SAMSUNG



otpjuniór





Click here!

more info  
localhero.hu



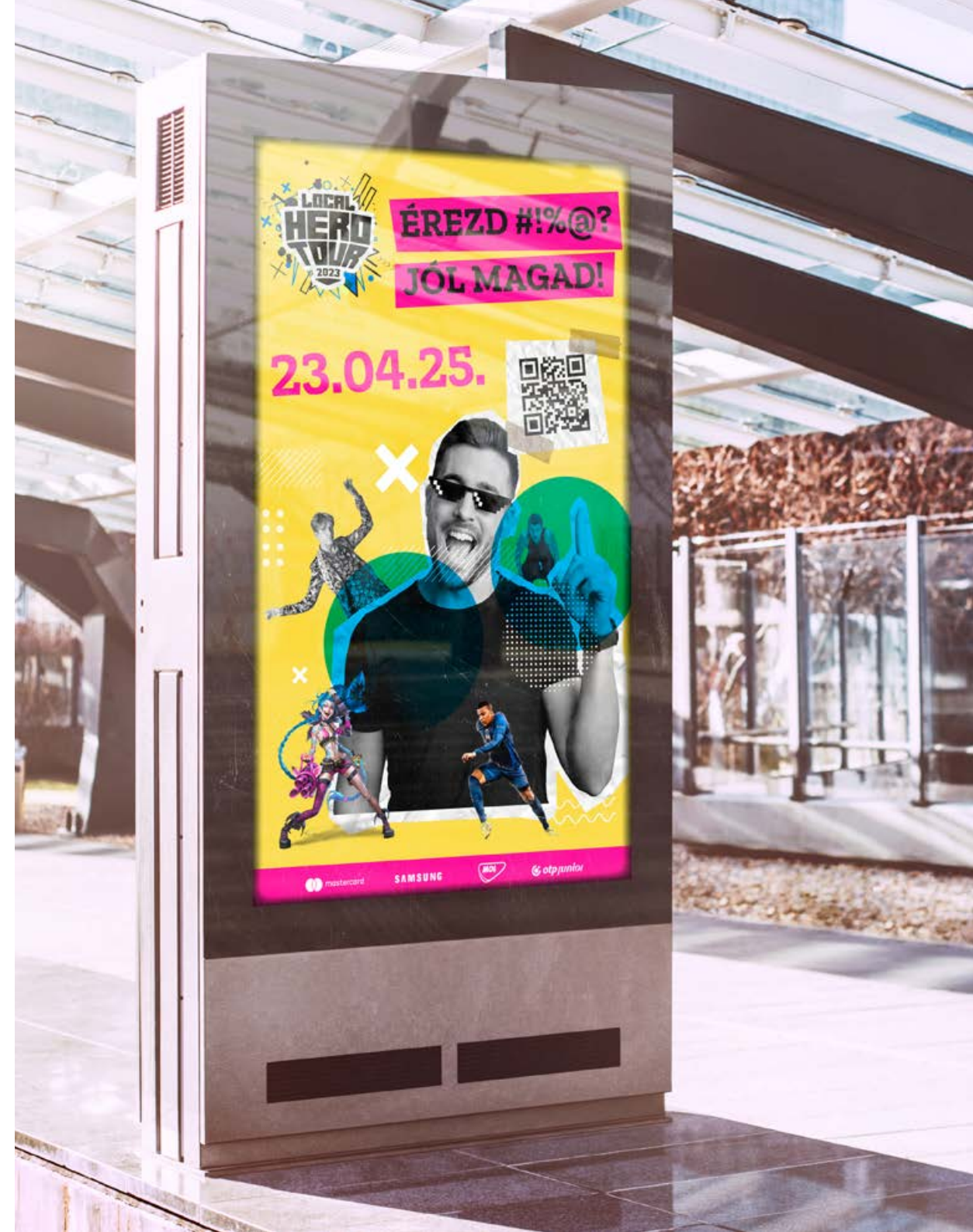
# LOCAL HERO TOUR 23-24 CAMPAIGN/COMMUNICATION

One of the largest series of higher education events in the country, with online and offline events to achieve the goals of sponsors. The task was to develop a graphic identity, including the design and implementation of online and offline communication.

**Client:** Universum 8

**Date:** 2024

**Contributed by:** Norbert Pocsai





LOCAL  
HERO  
TOUR

LHT23

LOCAL  
HERO  
TOUR

LHT  
2023



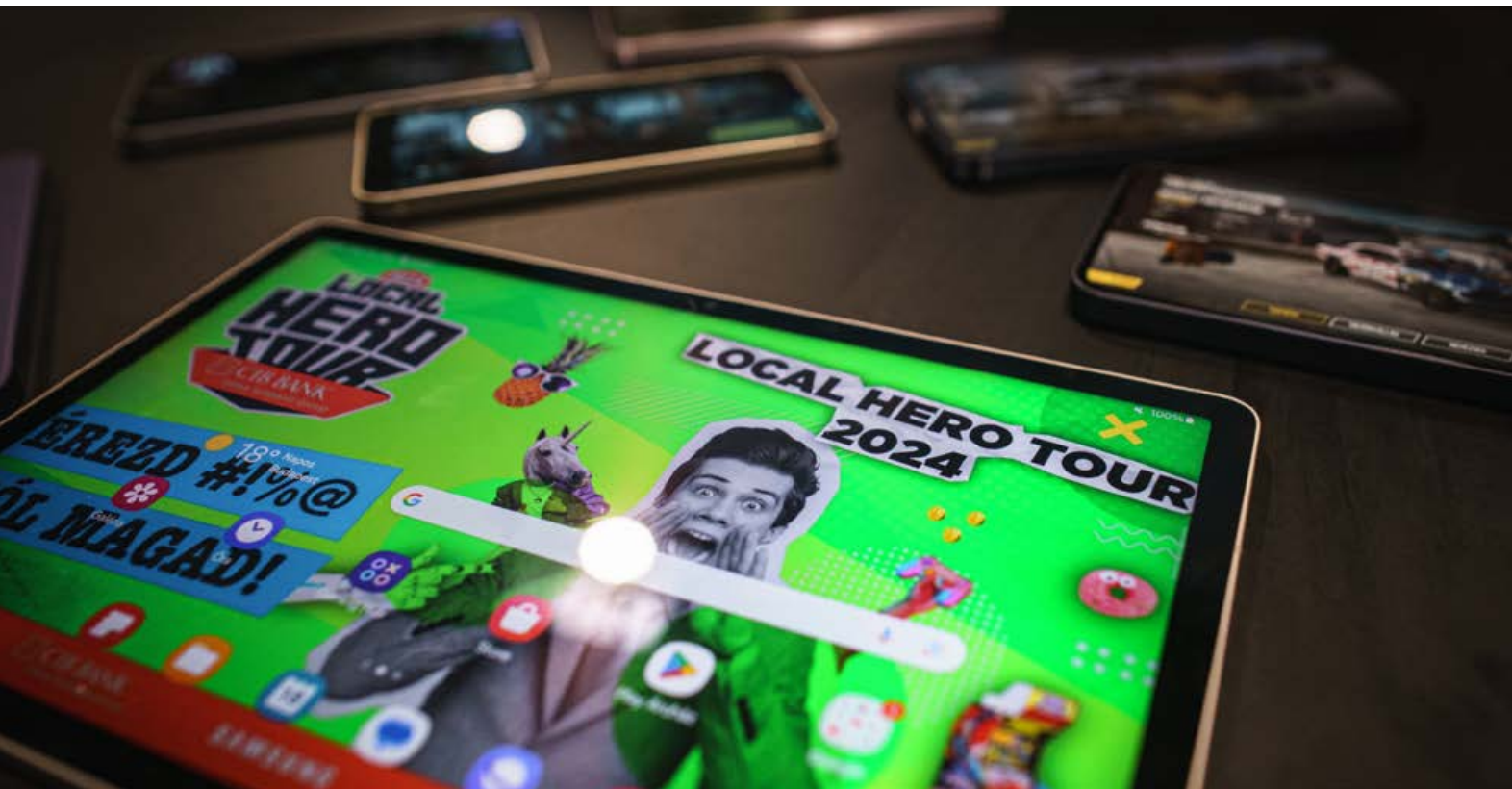
LOCALHEROTOUR



The Local Hero Tour is a national university e-sports tournament that takes place at various university venues. In addition to the tournaments, there are numerous gaming activities for visiting students. This required creatives to design a myriad of visuals.









# **SOCIAL MEDIA CAMPAIGN/COMMUNICATION**

Click here!



more info  
localhero.hu



# KIA COMMUNICATIONS CAMPAIGN/E-DM/ TV-SPOT

The task was to create graphics for the social media platforms and TV spots of the world's leading company, to promote their products, services and training!

**Client:** Universum 8 / Kia

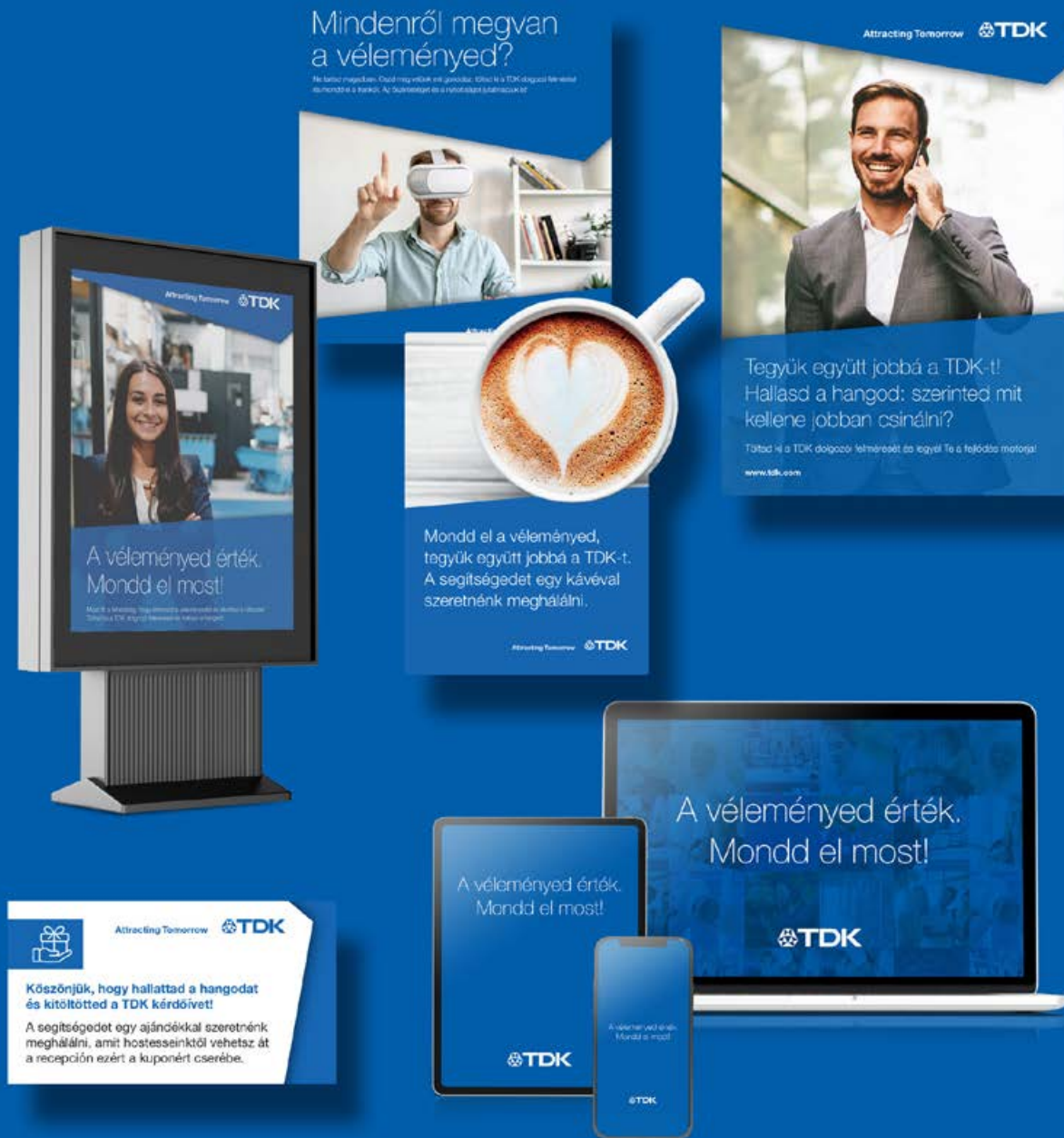
**Date:** 2023-2024

**Contributed by:** Norbert Pocsai, Gergely Körös





Attracting Tomorrow 



# TDK COMMUNICATION CAMPAIGN

Client: Universum 8 / TDK  
Date: 2023  
Contributed by: Norbert Pocsai



Click here!



more info  
[www.youtube.com](https://www.youtube.com)



# MOL PÁLYÁN KÍVÜL PODCAST

A podcast series with outstanding athletes - on and off the pitch. Recorded in our own studio, you can also listen/watch on YouTube and Spotify.

**Client:** Universum 8 / MOL

**Date:** 2022-2024

**Contributed by:** Norbert Pocsai, Gergely Kőrös

 **PODCAST**







**Client:** Universum 8 / Knorr-Bremse  
**Date:** 2022-2023  
**Contributed by:** Norbert Pocsai, Laura Fejes

# KNORR-BREMSE COMMUNICATION CAMPAIGN

Visual design of social media platforms for the world's leading company to promote their products, services and training.

# **ONLINE EVENTS CAMPAIGN/COMMUNICATION**





# MOL BAJNOKOK VIADALA

## MOL CHAMPIONSHIP AND EUROPEAN CHAMPIONSHIP SHOW

A series of online quizzes with top Hungarian sports personalities.

*Click here!*



**more info**  
[www.youtube.com](http://www.youtube.com)

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**Client:** Universum 8 / MOL

**Date:** 2021

**Contributed by:** Norbert Pocsa, Ágnes Jakus

# MOL BAJNOKOK VIADALA



Design of the visual identity of social media platforms, graphic support for gaming activities related to the championship.



## SZILÁGYI ÁRON

VÁLLALÁS LEÍRÁSA VÁLLALÁS LEÍRÁSA VÁLLALÁS LEÍRÁSA

1.FORDULÓ NEVE

PONT

2.FORDULÓ NEVE

100

3.FORDULÓ NEVE

15100

#egymasert #torodeshajt





MOL BEMUTATJA



# MOL EB SHOW

Online and offline activity surrounding the  
European Football Championship, with  
associated communication.

COUNTDOWN

10:00





# CONCEPTS

## CAMPAIGN/COMMUNICATION





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We developed an integrated communications strategy for MOL, which was designed as a concept plan that could be implemented across online and offline platforms. The campaign included eye-catching street posters, website redesign plans and mock-ups of interactive content tailored for social media platforms.

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**Client:** Universum 8 / MOL  
**Date:** 2023  
**Contributed by:** Norbert Pocsai





The designs were based on a coherent visual language: the brand's colours, typography and dynamic imagery would convey the same message across all channels. Although the project was not ultimately realised, the detailed development of the designs (e.g. on-site mock-ups of posters, prototypes of digital content) made it clear that the concept was focused on real needs and market challenges.





**PLUGEE  
& PLAY**

MINDIG AZ  
OPTIMÁLIS  
TÖLTÖTTSEGI  
SZINTEN

KÁVÉ, UZSI,  
PLUGEE ÉS  
IRÁNY A NAGYI

**PLUGEE  
& PLAY**

**PLUGEE  
& PLAY**

ADUNK ENERGIÁT,  
HOGY TE IS  
FELTÖLTÖDHESS!

**PLUGEE  
& PLAY**

KÁVÉ, UZSI,  
PLUGEE ÉS  
IRÁNY BÁNKÚT

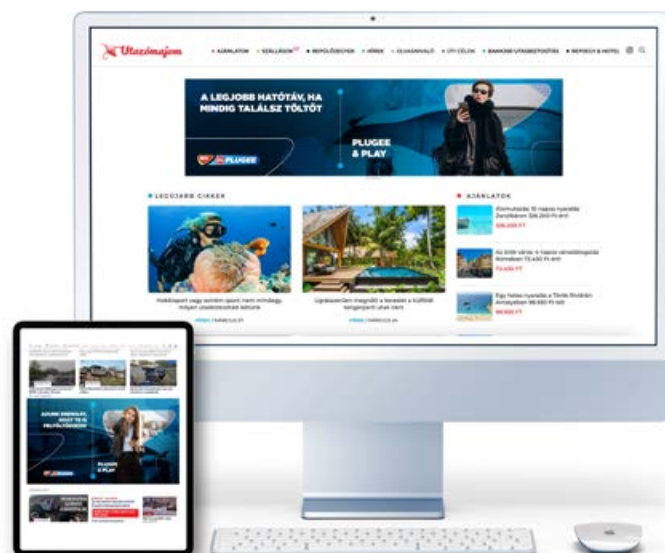
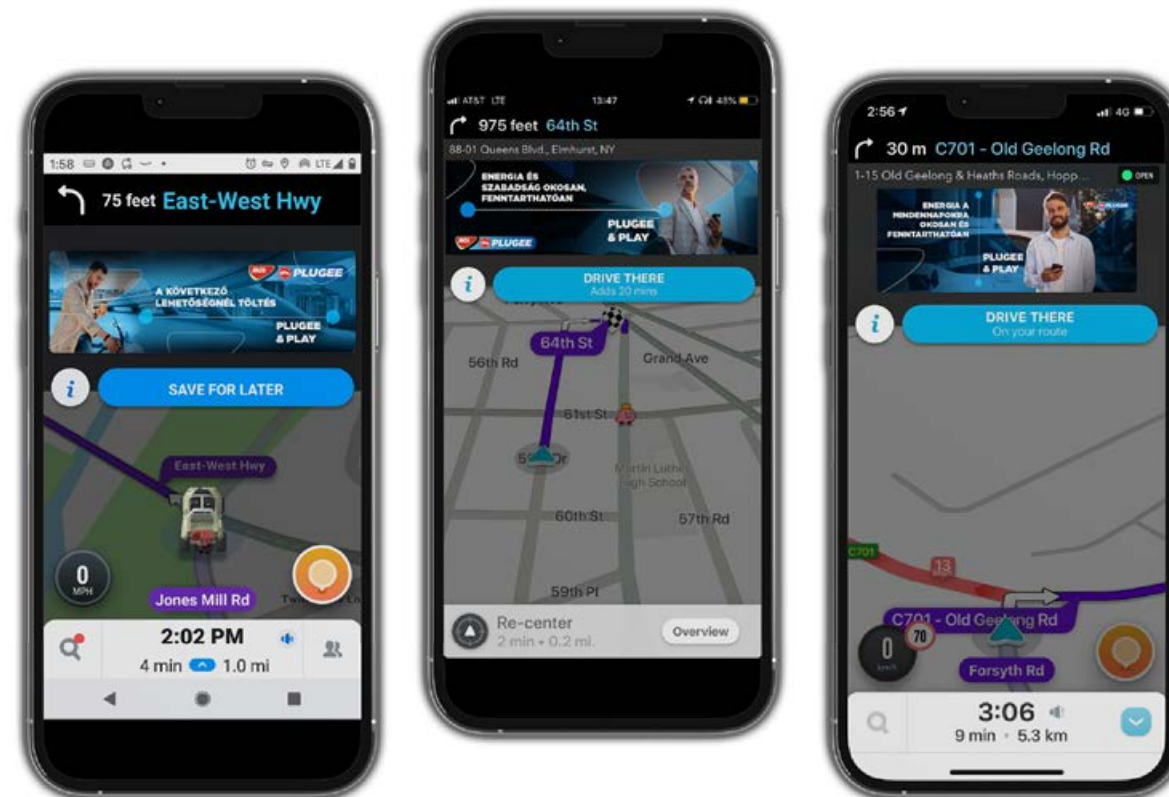
**PLUGEE  
& PLAY**

LAZÍTS,  
AZ ENERGIÁT  
MI ADJUK!

TÖLTSD JÓL  
A HÉTVEGÉT

**PLUGEE**







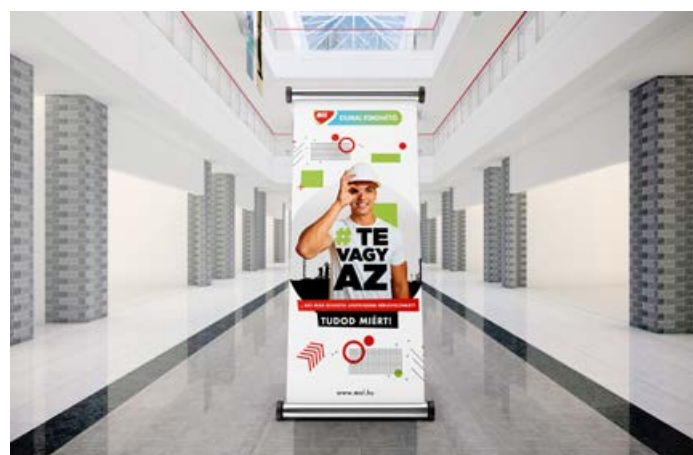


#TE  
VAGY  
AZ



DUNAI FINOMÍTÓ





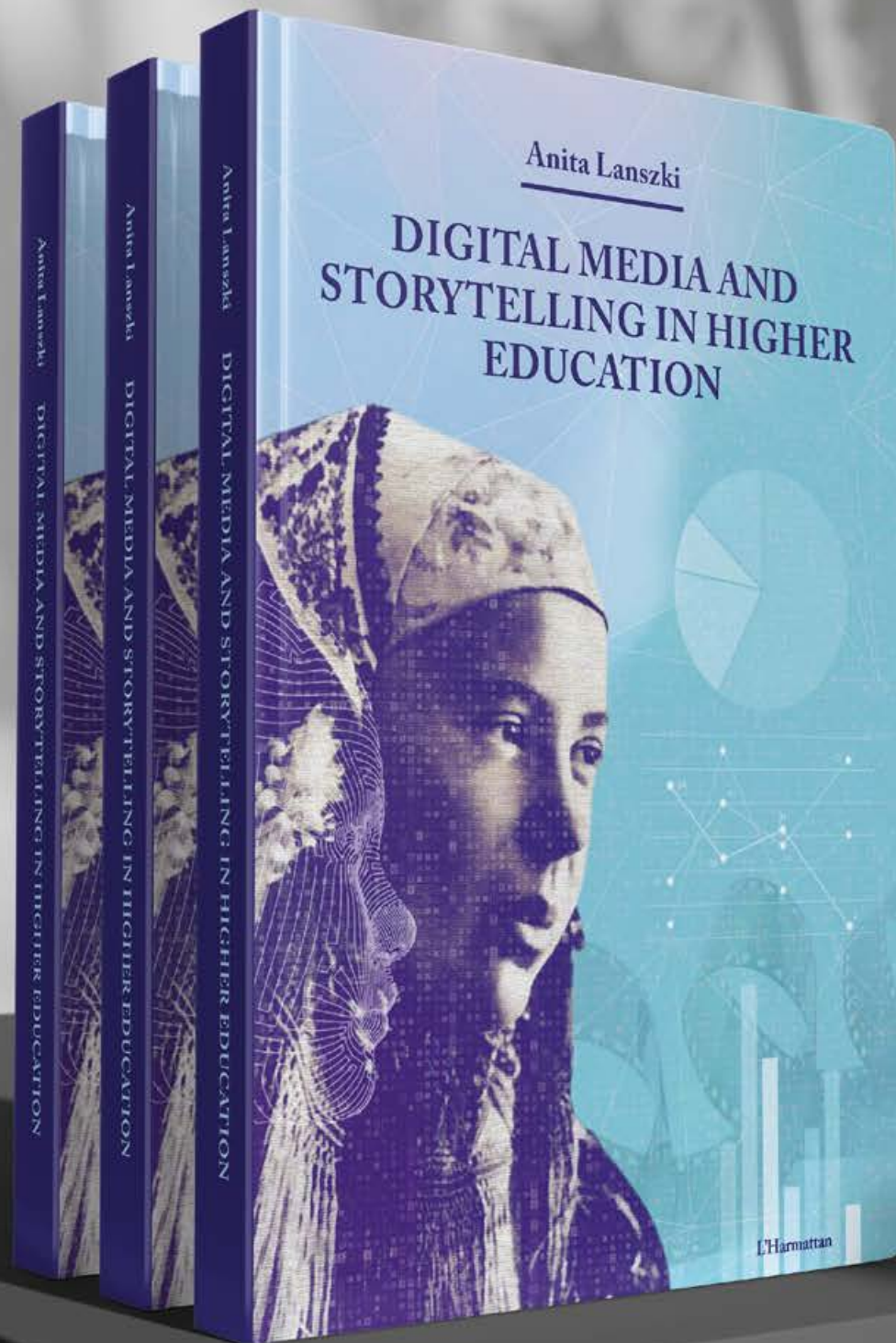


# **PUBLICATION EDITING TYPOGRAPHY/DTP**



# KIADVÁNYSZERKESZTÉS

I design publications with creative precision - from the visual narrative of the content to the technical details of pre-press (CMYK colour management, resolution optimisation).



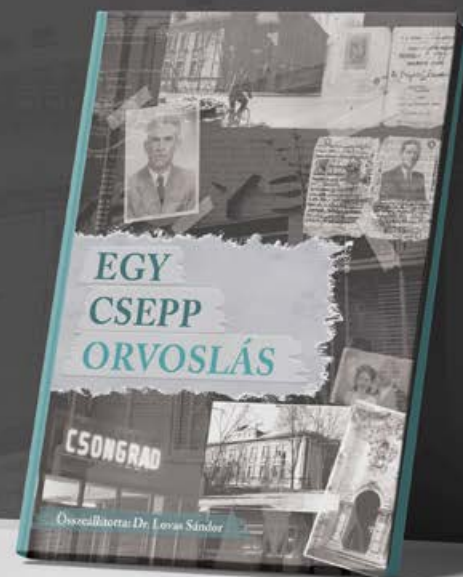
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**Client**

Hungarian Dance University

**Date**

2023



Client  
dr Iovas  
Date  
2024



Client  
Reader's Digest publisher  
Date  
2015



Client  
HVG publisher  
Date  
2015



Client  
above publisher  
Date  
2016



Client  
HVG publisher  
Date  
2016

My book covers strike a balance between artistic expression and market appeal, while the typographic hierarchy and dynamic image editing in your magazines make for a readable experience.



Client  
Hungarian Dance University  
Date  
2023





Every project ends in a carefully thought-out detailing process, with print-ready files - because a design is only perfect if it shines as bright on paper as it does on screen.

**Client**  
Hungarian Dance University  
**Date**  
2021-2024



**Client**  
Reader's Digest publisher  
**Date**  
2013-2014

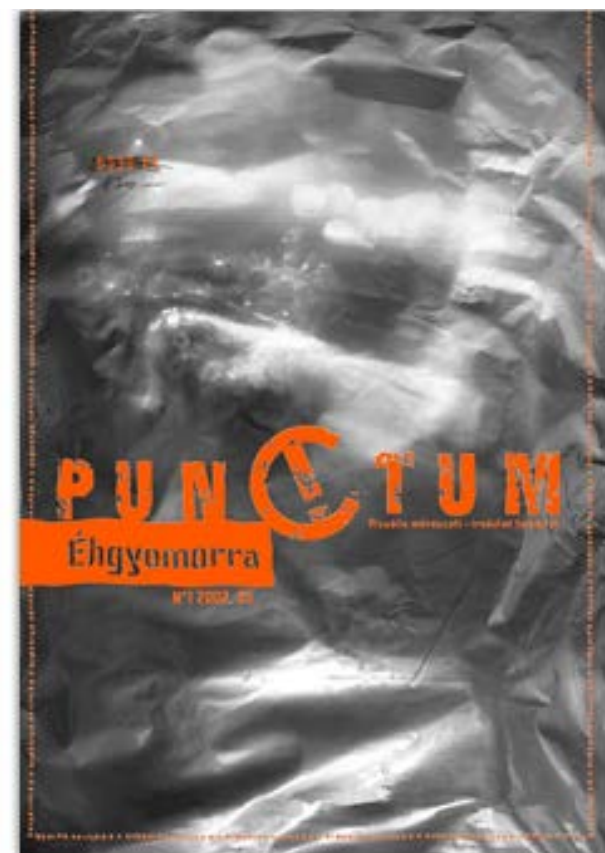




This special programme was created during my university years with some of my classmates. Our aim was to produce an experimental magazine whose provocative proposals, in a good sense, would be noticed by the profession. PUNCTUM, an art journal, is thematic in nature, each issue of the journal is organised around a central theme, with permanent and invited contributors - visual and verbal artists - collaborating with each other to produce work on the theme raised.



**Date**  
2002-2004  
**Contributed by**  
Herbst László, Roth Péter





# **PRESENTATION**

## **ONLINE DATA VISUALISATION**

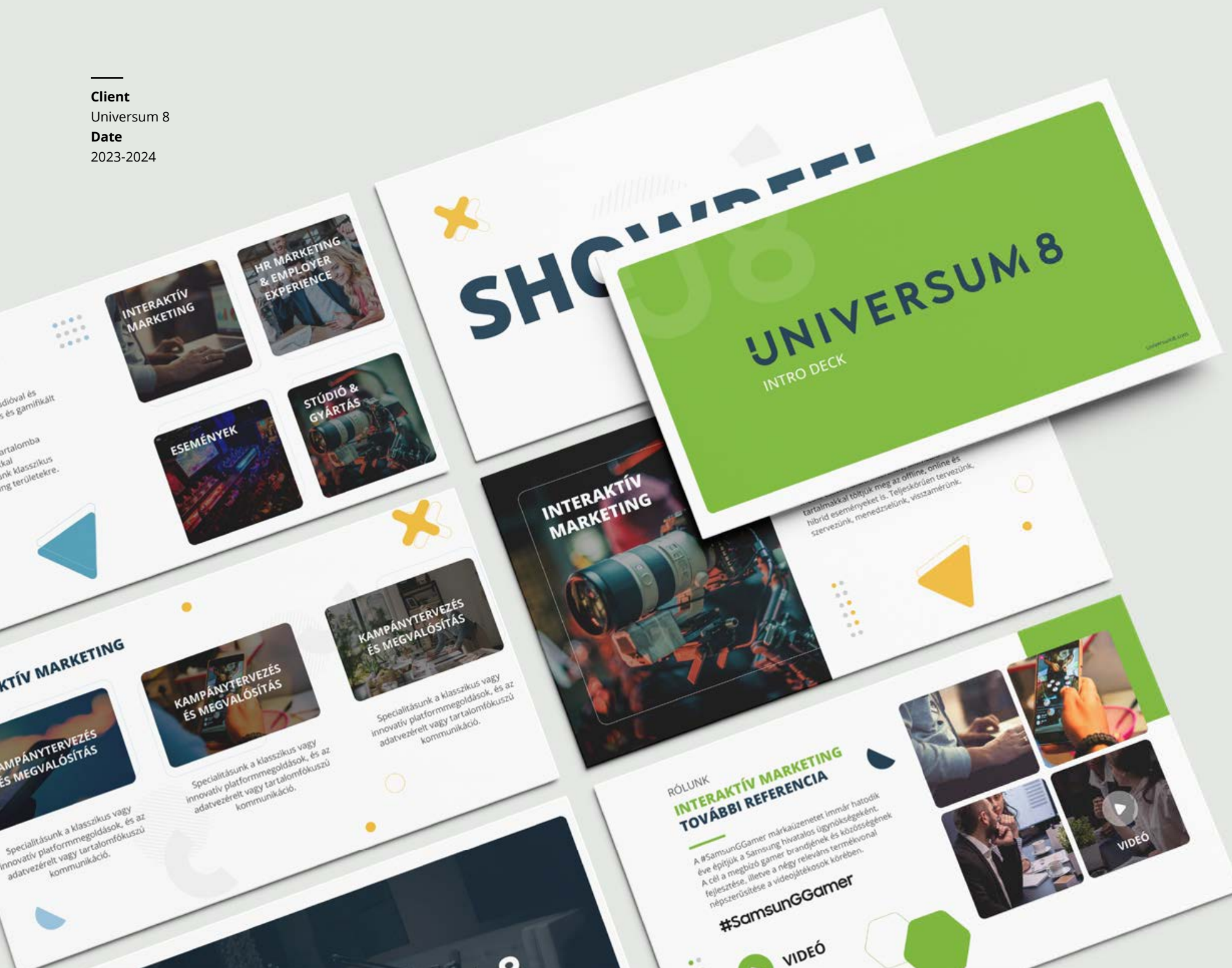


Client

Universum 8

Date

2023-2024



Client

ISRV Zrt.

Date

2018



My main task was to provide visual support to sales teams, helping sales professionals to get their messages across to customers more effectively by designing thoughtful, pithy presentations. The slides were not only aesthetically pleasing, but also provided clear visualisations (graphs, infographics) and a design that matched the corporate identity. My work has directly contributed to successful transactions, for example through interactive elements or audience-specific design.



**Client**  
Esport Universum  
**Date**  
2020



**Client**  
B-Web Kft  
**Date**  
2018



**CORPORATE DESIGN**  
**LOGO/TYPOGRAPHY/ICON DESIGN**



## CORPORATE IDENTITY/LOGO

I have designed unique logos and logotypes for various companies, reflecting their personality. My work includes designing the corporate colour palette, choosing typography, and the use of visual elements (e.g. web design, printed materials).

**3X0 LTD**  
www.3X0.com



screenie  
www.screenie.hu



 europaevent



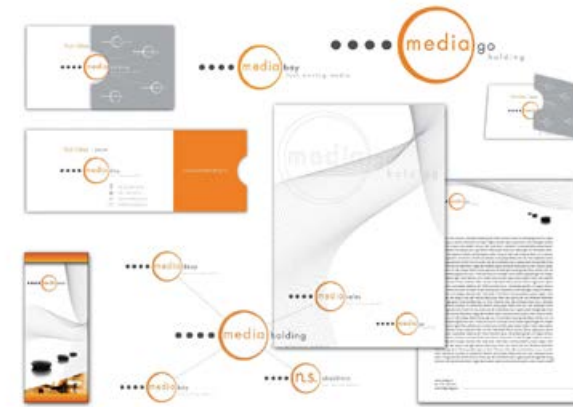


Client  
ISRV Zrt.  
Date  
2022



For each project, I have focused on ensuring that the design is not just aesthetic, but also provides a competitive advantage - for example, simplicity and reliability in the logo of a construction company, or dynamism and innovation in a start-up.

Client  
MediaGo  
Date  
2014



Client  
OTHome  
Date  
2022





**Client**  
Celhil UG  
**Date**  
2015



Branding not only makes a brand recognisable,  
but also aligns it with market objectives.



**Client**  
ISRV Zrt.  
**Date**  
2021





Alpha Print



mediahub



groundanalyzer  
[www.groundanalyzer.com](http://www.groundanalyzer.com)

# **PACKAGING LABEL DESIGN/BRANDING**





## LUIS TEA PACKAGING

I design creative and functional packaging and labels that not only capture the attention of customers, but also convey the values of the brand. My work includes design, colour and typographic concepts, as well as pre-press (e.g. materials selection, standards compliance)





In my designs, I focus on a balance of practicality and aesthetics - for example, legibility and visual appeal for a product label, or material quality and brand experience for luxury packaging.







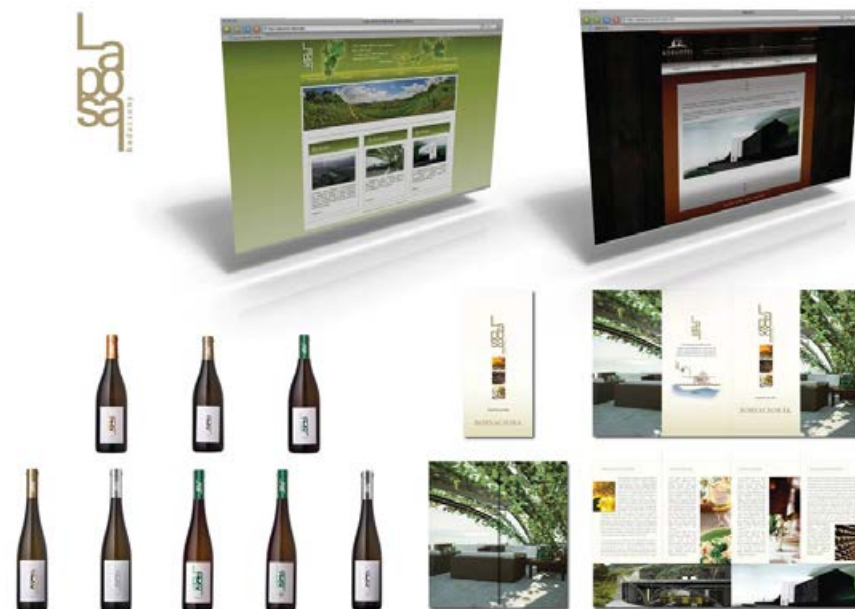




Each piece is designed to stand out on the shelf and build long-term customer loyalty. Throughout the design process, I work closely with clients to ensure that each item perfectly reflects the uniqueness and purpose of the brand.



Laposa  
BUDAPEST



Megrendelő  
Laposa  
Dátum  
2014





# **WORKS OF ART**

## **HAND DRAWING/PHOTOGRAPHY**



# HAND DRAWING

My relationship with the pencil has been an integral part of my life since childhood: drawing for me is not just a technique, but a language through which I shape my thoughts and feelings. In the world of lines, shadows and textures, I seek the perfect balance between precision and intuition.



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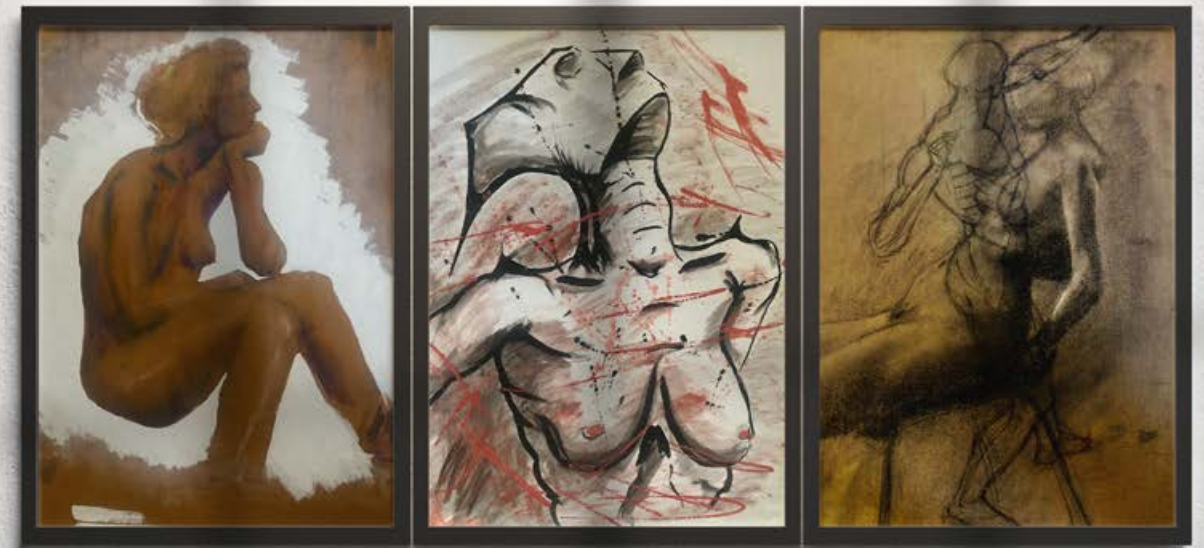
I have mastered many techniques over the years – whether through traditional methods (e.g. graphite, watercolor) or digital tools (Procreate, Illustrator) – but storytelling is always at the center.





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Continuous experimentation and learning allow each piece to have a unique voice, whether it's portraits, concept drawings or visual metaphors. Drawing is also a meditation for me: it's where I find the creative freedom that also inspires my professional design work.





# PHOTOGRAPHY

Photography for me has never been just a series of clicks – from the moment I took my first analog camera, it has become a means of understanding and sharing the world. Through the lens, I reinterpret the everyday: the play of a shadow, the emotional gaze of a face, or the fragile details of nature.



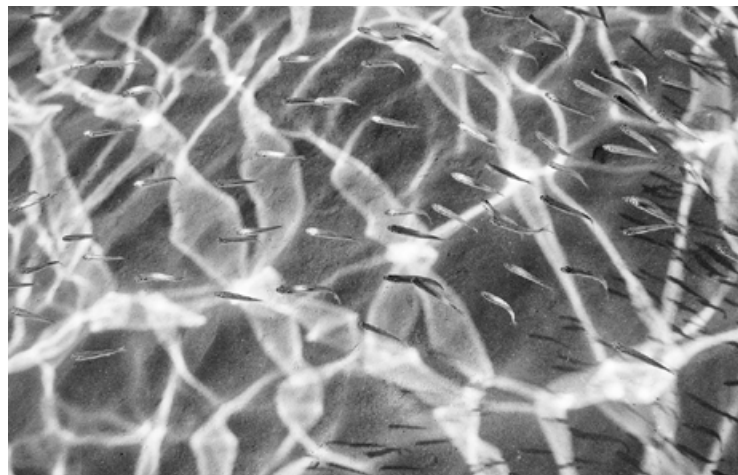




—  
In black and white images, the absence  
of color becomes a language of shapes,  
textures, and emotions.











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I experiment with different styles (portraits, street photography, conceptual photography), but I always stay at the center of the story. The magic of analog film, the possibilities of digital retouching, or even the spontaneity of mobile photography – I adapt each tool to the needs of the moment.











Photography for me is also a reflection:  
I capture the meeting of the external  
world and the inner vision, which also  
inspires my graphic works.

