

BELA FRANK

GRAPHIC AND TYPE DESIGNER

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PERSONAL SUMMARY

Using his initiative, creative drive, strong vision and extensive skill set to stimulate growth. Having worked in various fields of design he can adopt well and swiftly to a wide range of challenges and deliver what is needed let it be art direction, desing, coding, or creation of workflow—either print or web. Aiming to expand his experience further, he is looking for a place that provides stimulating tasks.

SKILLS

- able to conceptualise, design and produce creative output
- can deliver within given timeframe and budget
- self-starter
- attention to detail and colour
- passion for high-quality work
- project development
- experience in graphic and type design
- experience in publishing design
- excellent typography and lettering skills
- high-level competency in HTML and CSS coding
- Python and bash programming
- advanced use of Photoshop, Illustrator, InDesign, Acrobat, Office, type design apps
- knows Mac and Windows environments
- strong illustrational skills
- retouching
- packaging design
- pre-press knowledge

EMPLOYMENT HISTORY

Type Production Designer at Fontsmith (January 2012—May 2015, London, UK)

Transformed font production workflow at Fontsmith, resulting in higher technical quality and faster realisation of projects.

- significantly sped up and simplified tedious parts of project developments through building custom plugins
- helped major players enter the global markets creating non-Latin type designs (Devanagari, Cyrillic, Greek)
- successfully expanded font designs with new weights and glyph sets
- improved font-development by continuous research
- automated font-production through developing distributable production tools and workflow
- provided ad hoc and extremely varied font engineering solutions
- carried out help-desk duties
- researched and prepared presentations for client meetings and pitches

Freelance Designer (January 2007—September 2015, London, UK and Hungary)

Helped international clients rebrand and expand delivering carefully crafted typography-based graphic design solutions.

- boosted sales of Swiss digital signage software company creating a bespoke brand font
- helped re-boot of established fashion/lifestyle/design magazine in the US building visual identity
- established branding of Hungarian fashion magazine in Hungary
- designed layouts for fashion magazines in the US and Hungary
- helped food product-lunch campaign in Hungary providing definitive lettering and artwork
- worked on various lettering and logo jobs

Founder at Faberfonts Foundry (2010 March—2012 January, London, UK and Hungary)

Established and run the foundry that created and distributed bespoke designs through illustrious font retailers, also provided typographical services.

- improved visual language of Esquire Russia by delivering custom lettering in Cyrillic
- established the identity of exhibition at The Museum of Fine Arts in Budapest through crafting display types

Graphic Designer at Sweetchili Kft (January 2009— June 2011, Budapest, Hungary)

Helped a small design studio to grow significantly by undertaking various tasks.

- carried out print and web design duties
- coded websites in HTML and CSS
- designed and programmed e-mail newsletters and Facebook applications
- delivered a wide variety of packaging designs
- gained deeper insight into printing processes
- prepared print-ready materials
- became familiar with studio and agency work flow

In-house Designer at Karabuka Kft (January 1999—January 2009, Budapest, Hungary)

Significantly improved market presence and sales of furniture importing company.

- established brand identity and oversaw its usage
- carried out photo shooting and retouching
- designed marketing materials for print and web
- coordinated orders from and deliveries to wholesalers and customers within Hungary
- operated customer services

QUALIFICATIONS

Advanced Typography Course at MOME (Budapest)

Attained deeper knowledge of the subject with the help from leading experts in the field.

Graphic Design Course at KREA (Budapest)

Gained general insight into theory and practice of graphic design, branding and typography. Improved technical and artistic skills.

EXHIBITIONS

TYPO Exhibition (La Maison de l'Image, 1160 Brussels, Belgium, 2013)

TYPO was an exhibition featuring works of type designers and typographers from all over Europe (and the world).

Mucha Exhibition (The Museum of Fine Arts, Budapest, Hungary, 2010)

Original works of Alphonse Mucha and their modern interpretations and works inspired by him were on display

PUBLICATIONS

The best tools for creating your own typeface—Computer Arts

Provided a detailed overview of type design tools at the time of writing.
