

Béla Korcsog

13158 Dillon Drive, Tecumseh, ON N8N 3M9

bkorcsog@gmail.com | 519-818-3557 | [linkedin.com/in/bkorcsog](https://www.linkedin.com/in/bkorcsog)

Professional Summary

Dynamic Senior Product Designer with over 30 years of experience, including 5 years at Ford's Global Data Insight & Analytics group focused on EV vehicle metrics, designing user-centric, data-driven solutions for SaaS and B2B platforms. Expert in Figma, Adobe CC, HTML5/CSS3/JavaScript, and data visualization tools (Power BI, Tableau, QlikSense, Python Dash/Plotly), with a proven track record of leading end-to-end design processes, conducting user research, and collaborating cross-functionally. Passionate about delivering intuitive, cohesive user experiences that align with business objectives, mentoring teams, and driving UX improvements.

Key Skills

- **Product Design:** Led end-to-end design for analytics dashboards, web interfaces, and multimedia content using Figma (including dev mode) and Adobe CC.
 - **User-Centered Design:** Conducted user research, usability testing (UserZoom, A/B testing), and needs analysis to inform iterative design.
 - **Data-Driven Design:** Designed data-heavy interfaces using Power BI, Tableau, QlikSense, and Python Dash/Plotly, enhancing user interpretation of complex data.
 - **Collaboration:** Partnered with product managers, engineers, and stakeholders to deliver cohesive solutions, aligning with strategic goals.
 - **Technical Proficiency:** HTML5, CSS3, JavaScript, SQL, Python, REST APIs, Agile workflows.
 - **Mentorship:** Guided junior designers, fostering skill development and creative problem-solving.
 - **Communication:** Articulated design rationale through executive presentations and cross-functional documentation.
-

Professional Experience

Senior Product Designer, Global Data Insight & Analytics (GDIA)

Ford Motor Company, Detroit, MI

March 2020 – April 2025

- Led end-to-end design of 20 real-time analytics dashboards using Figma, Adobe CC, and Power BI, improving usability and engagement for Battery Electric Vehicle teams.
- Conducted user research (usability testing, needs analysis) and iterative design, ensuring solutions met user needs and business objectives.
- Collaborated with product managers, engineers, and data scientists in Agile workflows, aligning designs with roadmap priorities and technical constraints.
- Mentored cross-functional teams, providing feedback to enhance design quality and team performance.

- Created executive presentations, communicating design rationale and strategic insights to leadership.
- Leveraged data analytics and user feedback to refine interfaces, improving accessibility by 15%.

UX Designer Developer

Carhartt, Dearborn, MI

November 2017 – March 2020

- Designed interactive retail analytics dashboards and training interfaces using Figma and Tableau, increasing user engagement by 20%.
- Conducted user research (UserZoom, A/B testing) to identify usability issues, iterating designs to enhance intuitive navigation.
- Developed multimedia content (web, mobile, video) using Adobe CC, ensuring alignment with brand standards.
- Managed freelance designers, delegating tasks and maintaining cohesive creative vision.

VP, Creative Lead

Global Team Blue, Dearborn, MI

July 2015 – August 2017

- Led design of a responsive Adobe Experience Manager website for Ford Credit, improving user engagement by 20%.
- Mentored designers and developers, fostering collaboration and ensuring project alignment with strategic goals.
- Created executive-level presentations to articulate design vision and performance outcomes.

Earlier Roles (Summary)

- Multimedia Developer, Team Detroit Inc. (2007–2015): Developed analytics-driven web and video content for ford.com, enhancing training accessibility.
- Multimedia Developer, JWT Detroit (2006–2007): Built training tools using HTML and SQL.
- Development Team Lead, McGill Digital Solutions (2003–2006): Managed multimedia training projects with budgets up to \$2.5M, leading SCORM-compliant learning system delivery.

Education

Diploma in Illustration & Design

Sheridan College, 1991

Comparable to a skilled trade certificate, emphasizing visual and digital design principles.

Technical Skills

- Design Tools: Figma (including dev mode), Adobe Creative Suite (Photoshop, After Effects, Premiere), UserZoom,
- Development: HTML5, CSS3, JavaScript
- Data Visualization: Power BI, Tableau, QlikSense, Python Dash/Plotly

- Platforms: SQL, Python, GCP BigQuery, Postgres, REST APIs
- Methodologies: Agile, user-centered design, usability testing, needs analysis

References

Available upon request.
