



# KÁROLY KIRÁLYFALVI

Budapest, Hungary, EU

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www.kiralyfalvi.design

## LANGUAGES

English (Fluent), Hungarian (Native)

**24 years of graphic design, 8 years in packaging sector** (Dry Offset + Flexo/Roto technologies)

**Softwares:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, ESKO

**Competences:** Packaging Design, Logo & Branding, Typography, Illustration, Art Direction, Managing Studios/Teams

## EXPERIENCE

2022 –

**Lounge Design** Senior AD / Creative Group Head

Oct 2014 – 2022

**K Creation & Production** Design & Studio Manager

Leading a team of five designers/operators, collaborating with 15 designers in Brussels. Layoutchecks and day-to-day follow-up of all ongoing jobs including design and technical sides / Close work with Client Directors in BUD and BRX / Developing internal processes / Support for BRX colleagues / Idea sharing on processes, new technologies, colour research, print feasibilities / Travel / Train and evaluate Studio members / Interviews with candidates

[www.kcp.be](http://www.kcp.be)

June 2012 – 2014

**OKEGO** Art Director / Senior Designer

From brainstorming to the whole process of communication campaigns. (ATL/BTL) Managing strategy, Key visuals, TVC, social media, billboards, CLP, banners, etc. Mentoring design and DTP interns and trainees. Meeting and presenting w/ clients.

[www.okego.hu](http://www.okego.hu)

May 2012 – 2014

**CarnationGroup** (now Wunderman Thompson) Art Director / Senior Designer

Full process of website design, from wireframing to layouts, UX and UI, responsive webdesign. Web portals, microsites, FB apps, banners. Collaborating with frontend developers, and communicating online with our international team.

Creating complete presentation layouts for pitch materials and finalized graphics.

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

May 2010 – Jan 2012

**Quince** Graphic designer

Flash-based E-learning presentation designs, print based works, corporate identities.

[www.quince.nl](http://www.quince.nl)

May 2005 – May 2014

**Freelance**

As a self-managed personal studio, mostly worked for international clients, corporate identities, logo, illustrations, typography, books, DTP, etc.

Feb 2003 – May 2005

**Solid Studio** Graphic Designer

DTP operator, cultural projects, logos, flyers, books and magazines.

[www.solid.hu](http://www.solid.hu)

## CLIENTS HIGHLIGHT



## INTERNATIONAL CLIENTS

BCCH, Camelbak, Clyde Snowboards, Coca Cola, Converse, Creation Skateboards, Creme Skateboards, Cuckoo Skateboards, ECO Skateboards, Empire Cycle Supply, EYCA, Foliage Recordings, Future Funk Squad, Graniph Japan, HBO, Hessenmob Skateboards, HUGO Perfumes, Intel, Joyride Snowboards, Log Me In, Netlog, Molson Coors, Opal Snowboards, Pech & Sapel photography, Pepin Press, PepsiCo, Polster Trucks, Red Bull Air Race, Rock and Roll Agency, Scooter Attack, Spunky clothing, Soho clothing, UCON clothing

## HUNGARIAN CLIENTS HIGHLIGHT

AIPM, 360 World, 4 Cut Studio, Agh Marton, AKPH, Alpok Aqua, Audi, ACAX, Aerom, Arena Plaza, Ark Group agency, Art des Sens, AXA Bank, Backside Magazine, Balaton Groove festival, Balkan Tango, Bedroom, Bladerunnaz Movement, Carhartt WIP Budapest, CHI Recordings, Class FM, Costes Budapest, Csepel Bicycles, Critical Mass, Design Week Budapest, Don't Panic Media, Duna TV, ELLE Dekor Magazine, EON Hungary, Filmreaktor, Freee Magazine, GE Lighting, Hárserdő Beef, HSI, Hypnosis, Inarchi, Illatpalota, Jófogás.hu, Ivanka, kARTon Gallery, Kelamed, Kirowski agency, Kitchen Budapest, Kreatív Magazine, Ludwig Museum, M1 TV, ManDa TV, Magyar Nemzeti Galéria, Magyar Nemzeti Filmalap, MashKulture.net, Mayo Chix, Menta Terasz, MOL, MONO shop, Müüska Bazaar, Neopaint, NOL.hu, Newsound, NVC, OMD Hungary, OSI Budapest, Pacsay & Sandor, PHD Hungary, Palace Disco, PreGo Café, PrOud agency, Port.hu, Republic of Art, Saatchi & Saatchi, Stylewalker, Subvibe, Sziget Festival, The LAB, TrafÓ Contemporary Art House, Tisza Cipő, Telekom, Viasat TV, Zságer Balázs, Zsédenyi Adrienn

## PUBLICATIONS AND FEATURES

Adobe Insider online, Anti Magazine online, Belio magazines, Blowback magazine, Computer Arts Projects, Digital Arts magazine, Don't Panic!, Eclectica magazine, Fontos magazine, Graphicum book, Graphics Alive 2, Crossover, iDN magazine, iidea magazine, Logo Lounge 4, Logo Lounge Master Library, Los Logos 3, Los Logos 4, Los Logos 5, Mao Mao Sticker Stack, Mao Mao Atlas of Graphic Design, O ine magazine, Play Loud! book, Rack magazine, Revista Colectiva, ROJO magazine, Semi Permanent 2006/2008/2009, Stuz vol.2, Street Soul Magazines, Staf Magazine, Tres Logos book, Web Design Indexby Content vol. 2, Zeixs Graphic Design 2, Zeixs Logo 1 & 2, Zeixs THINK C/M/B, Shift Magazine online, Tees book, Woodsuch Magazine online, Wall Spankers online, Websites 2, ROOT Magazine online, and many more.

## EXHIBITIONS

BP Street @ Dimano (2004. 09. 10.), Swatch This! @ Kuplung (2005. 02. 16.), Swatch This! @ Olof Palme (2005. 03. 18.), Swatch This! @ Citadella (2005. 08. 06.), Tűzraktér (2005. 07. 15.), Drez @ Castro (2005. 08. 13.), BP Street @ Tűzraktér (2005. 09. 2 2.), Fusions (Blik, Drez, Nikon) @ Karton Gallery (2006. 03. 21.), WOW @ Műcsarnok (2006. 11. 24.), Portfolio Points @ Kiadó (2007. 09. 14.), Pofátlan Művészet / Insolent Art @ Karton Gallery (2007. 10. 10.), Blik & Drez @ Carhartt Budapest (2008. 03. 06.), Neopaint @ B55 Gallery (2009. 04. 03.), Bábeli Csend @ FISE (2009. 10. 03.), Müüska Artists @ APA Gallery (2010. 02. 18.), Eine vs. Drez @ Karton Gallery (2010. 03. 24.), Drez x Stark Attila @ Merlin (2011. 01. 25.), Solo Exhibition @ Hybrid Café (2011. 03. 03.)