Dobozi Tibor

ART DIRECTOR

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Most campaigns just want to look good. I care more about what holds them together. I don't design assets one at a time. I design the system behind them, and I carry it through to production, which is where most brands quietly come apart.

I've built content systems that a client's own team runs on their own — templates, guardrails and an asset library, so people who aren't designers ship on-brand without breaking anything. I've told a software company's twenty-five years through its own engineers' stories, ten episodes and ten visual worlds, produced with generative tooling. Eight years in print production before art direction taught me what happens to a file after the concept is approved. The work I do best is setting a level and holding it, on every surface a brand shows up on.

EXPERIENCE

Rewind Creative Agency — Art Director — Aug 2021 – present

I art-directed The Salvation Army Hungary's centenary — identity, print, social and film under one narrative. It became the organisation's widest-reach Hungarian campaign, and the international organisation adopted it and ran it on its own channels. A crisis campaign for a children's rights foundation raised 4M+ HUF from around 2,500 donors in weeks; a reading campaign lifted participating children 32 percentage points in comprehension, against 9 in the control group. I mentor a two-person design team, brief and quality-check the external studio we work with, and use generative tools daily. On one account I built the client out of needing me: a template system, a photo library from my own shoot and an icon set, and their staff have shipped on-brand content for months without a designer touching it.

Tricky Communications — Art Director — Mar 2021 – Sep 2021

A fixed-term engagement. I developed creative concepts for social-media-focused campaigns, working closely with the graphics team and Creative Director through execution.

Laboratory Group — Senior Designer — Oct 2020 – Jan 2021

A short contract. I acted as art director on briefs for the Hungarian Porsche Group and its seven affiliated brands, holding one visual standard across all of them, and supported the concept team as designer and DTP operator.

Greenroom — Senior DTP & Graphic Designer — Aug 2012 – Sep 2020

For eight years, I led the DTP team, from print production to campaign design. I also contributed to the Social Media division's work, took part in concept projects, and handled professional photography.

SKILLS

- Art Direction
- Brand Systems & Guidelines
- Generative AI
- Campaign Design
- Photography & Film Direction
- Vendor & Agency Management
- Team Leadership & Mentoring

TOOLS

Adobe Photoshop · Illustrator · InDesign · Figma · Lightroom · Midjourney · Nano Banana · Magnific · Claude Code

EDUCATION

Drawing & Informatics (teacher training)
Nyíregyháza College · 2003–2008

Multimedia Developer
National Vocational Training Institute · 1999–2001

LANGUAGES

Hungarian
Native

English
Working proficiency — I direct and edit copy, paired with a writer