Liliána Bitó

portfolio - 2024

01 About me

Hi, I’m Liliána Bitó,
I am a creative designer driven by the thrill of creating new, beautiful and meaningful things for the world around me.

Experience

GODZIE Sport Tech Ltd
Graphic- and Multimedia Designer
2022-2024

Softwares

Education

Interaction Design MA
Moholy-Nagy University of Arts and Design

Industrial Design Engineering Bsc
Budapest University of Technology and Economics

Graphic Design Course
hashtag.study online course

UX/UI for Gaming
ELVTR online course with Ariel Mallo

Hobbies

- Arts
- Volleyball
- Student Community Organisation

Designed for

Package design Friole Kft.

June 2022
BME semester project

02

Friole Kft is a small business, which produces and sells cold-pressed seed oils. They already had a repertoire of a few products, including hazelnut, grape seed, poppy seed, walnut oil and a few more.

Due to broadening their product range with seed flours and whole seeds, I was commissioned to design packaging **for the new products as well as fitting the old label to the new packages.**

The design concept

The original branding fits the company perfectly. It is neat, minimalistic and elegant. It reflects the core values of the company: high quality product without any additives, healthy and definitely worths the price.

The black and white base gives a clean canvas for the gold details, so the gold is not overwhelming and corny but elegant and suggests a high quality product. The originally green logo is changed to black here, which also contributes to the balance.

I have no intention of changing this message, therefore I will use the base elements of the labels. The glass needs to stay dark because of the contined oils.

USER NEEDS

Easy use: open and reseal conveniently

Easy to store

Preserve product for a long time

See product amount

Value for money

Used when cooking or snacking

Does not damage easily

SELLER NEEDS

Storage ß Transportation Efficiency

Preserve product

Sell the product

Cheap ß accessible for small business

Create customer-loyalty

Sell in stores and street markets

Create brand recognition

PRODUCT FEATURES

Different size seeds

Different textures

Colorful

Healthy

Fatty, oily

Organic

Food ß healthcare

REGULATIONS

Sealing guidelines

List allergens

Mark expiration date

Show net mass

Minimum text size

List macros

Light protection

DESIGN

Informative labeling

Promotional features

Eye-catching

Aesthetic appeal

Design

Cheap

Eco-friendly

Show product

Uniform

Unique from others

Design ß Material

Preserves product

Easy use

Stackable design

Material

Moodboard

ELEGANT

ORGANIC

RAW

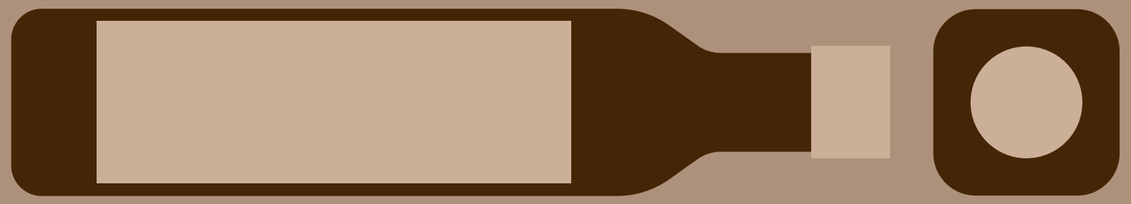
PREMIUM

NATURAL

HEALTHY

Shapes study

The square shapes make the products neat and stackable. They look good lined up on shelves, the lables show perfectly on the flat surface, so customers can see the contained product information right away.

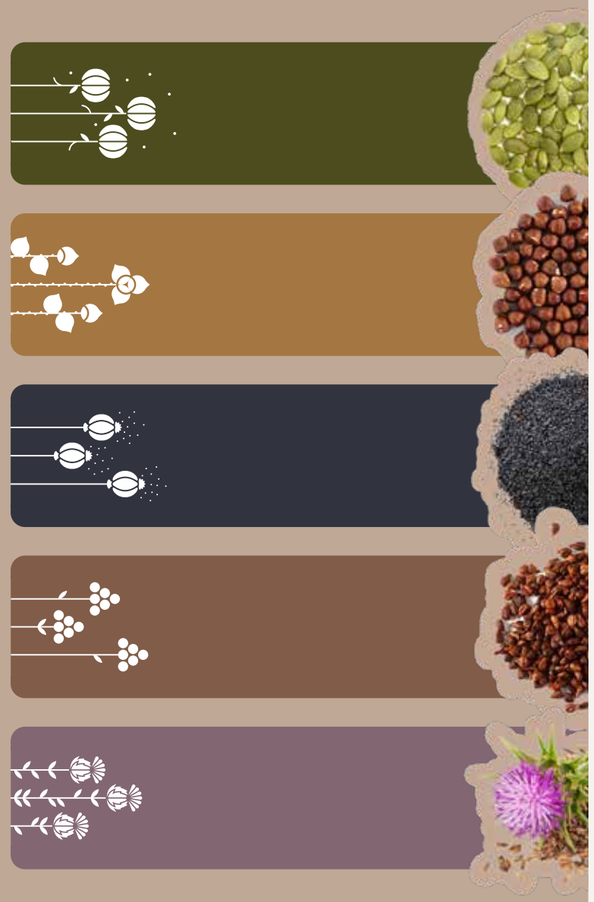


Graphic design

I find that these products are naturally really **unique in color and texture.**

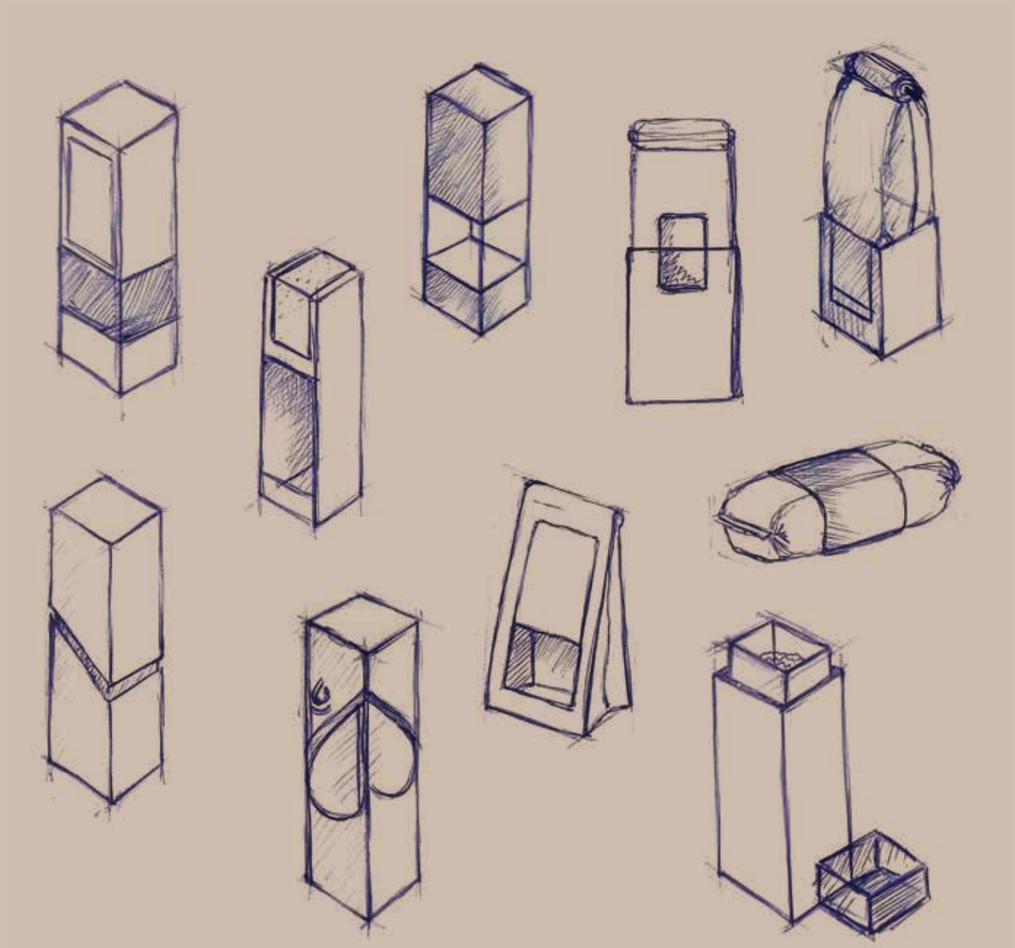
From seed to oil to flour, they are going through a change in color, texture, and taste as well as use. These natural colors add a very great personality to each plant and of course to each product.

I associated every plant with a color.



Sketches

I definiely want to show the colors and textures through the packaging as well. It is also more likely for a consumer to pick a product that they can see in real life, not just an illustration on the packaging. This way there is no uncertainity towards the contained products.



I have to keep in mind that this is a small business with lower budget for expenses. I decided to go with mass products for a base and make it interesting with label design and materials.
When selecting the base packages, my most important aspect in consideration was the usability and form.

Low-fat flours

Made from fatty seeds

Fully sealed packaging

Protects from air, mositure and contaminants

Prevents the oil from leaking

Seeds

Different sizes
Bought for cooking / snacking

Resealable package for customer convenience

Moisure barrier for maintaining fresness

Stackable design

Bottles


HIDEGEN SAJTOLT
MOGYORÓ
OLAJ
HIDEGEN SAJTOLT
MOGYORÓOLAJ
Gyártja: FRIOLE Kft.
7431 Juta, Dózsa Gy. u. 57.
Allergén anyagok: Mogyorót és szezámmagot is feldolgozó üzemben készült.
100 ml termék átlagos tápértéktartalma:
energia 3404 kJ / 828 kcal
zsír 92 g
amelyből telített zsírsav 6,4 g
szénhidrát 0g
amelyből cukor 0g
fehérje 0g
só 0g
Minőségét megőrzi:
Tárolás: Közvetlen napfénytől védve, hűvös, legfeljebb szobahőmérsékletű helyen.
Nettó tárfogat: 500ml
5 999566 770302

Flour bags

However I would like the packages to be as environment-friendly as possible, I must use plastic-based packaing because of the fatty products.

I chose this packaging because the zip-lock ensures a closed sealing for the flours. It is also easily resealable for the users. A coating layer makes the paper bag water proof. The paper makes the packaging more sustainable than the all-plastic versions. The widened design goes well with the squred aesthetic.

Easy reseal

Shows product

Seed packages

After use, people often put the package in a cabinet, or in a storage room, so I had to consider stackability even after the package is opened. Traditional packaging of these type of seeds are usually not comfortable, can not be resealed properly without rubber bands or other types of fasteners.
People often buy some of these for snacking while going around the street markets. This package is easily opened and resealed, and can be carried around.

Easy reseal

Shows product

Snackable

Recommendation for further development

Technological Perspective:

Explore innovative packaging technologies and materials that can enhance functionality, shelf life, and consumer convenience.

Consider how emerging technologies such as smart packaging or interactive labels could be integrated into the design.

Accessibility and Inclusivity Perspective:

Ensure that packaging design is accessible and inclusive for all consumers, including those with disabilities or special needs.

Consider factors such as text size, contrast, and ease of opening to accommodate a diverse range of users.

Economic Perspective:

Evaluate the cost implications of different packaging design options, including materials, production, and distribution.

Try to use something other than plastic for the seeds and flours, while maintaining the sealing requirements and regulations.

Community space STEAM Education

June 2022
BME semester project

03

Redesign of a STEAM tool

The goal of this project was to **create concepts** for an intstallation in a community space based on the following task:

Improvement of educational tools and games based on the integrated STEAM approach including the development of game mechanisms, location/user-specific extensions, applications, product redesigns, and multimedia concepts (utilizing multiple touchpoints), all potentially supplemented with a communication concept.

spatial vision | communication | problem solving
soft-motoric skills | critical thinking | creativity
cooperation | expression | and much more...

Entertaining education

S science
T technology
E engineering
A art
M mathematics

B10 Art and Tech center

Exploring the needs

Stepping into the Art&Tech center

Reasons	People	The space
Lunch break	Teenage friends group	Lot of installations
Time to spend together	Grandparents/ parents with children	Short attention-span
Time to spend alone	Class with teacher(s)	Different cognitive abilities
Studying	University student	Wide age range
Event	Youth friends group	Different amount of spent time
Class / educational trip	Couples from any age	Events

Requirements

- Very easy rules
- Short game time
- Low entrance-level
- Relies on STEAM tools

Valtech Magna-Tiles
Sphero Specdrums
Lego Robots
Lux Blox
Poly-universe
Mondrian Blocks
Logifaces
Geomag
Smart Eggs
Minecraft
Osmo
4D frame

I started to idate along these requirements. These are only the most important requirements that the game must fulfill in order to succeed. I like starting with only a few guidelines, because it makes the ideation part less restricted.

Ideation

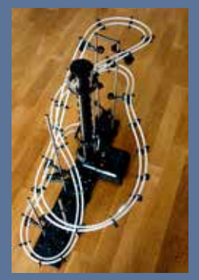
01

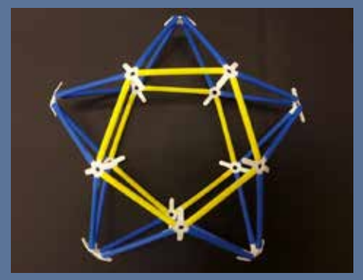
From a set of basic geometric shapes, players can build their own artwork at the Art&Tech center. There is a new theme each time period (every week for example). For this time, visitors can create their own artwork on the wall and post it on social media or print a photo of it at the venue. After every theme, a winner is selected, and wins a prize for their work. People can add to an existing artwork there, or create their own.



02

Building a track for a small ball that runs along the path from a determined start to finish. Players can set the difficulty level by replacing the start and finish stages. They can use elements from sets like 4D frame, Lux Blox, and similar STEAM games.





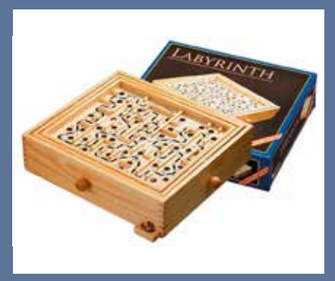
03

Players have a time limit, during which they have to prepare to present a situation, conception, or scene. The others can then guess, what was the object of the performance. The presenter can speak and move around the elements. Similar to Activity and Imagine board games.


04

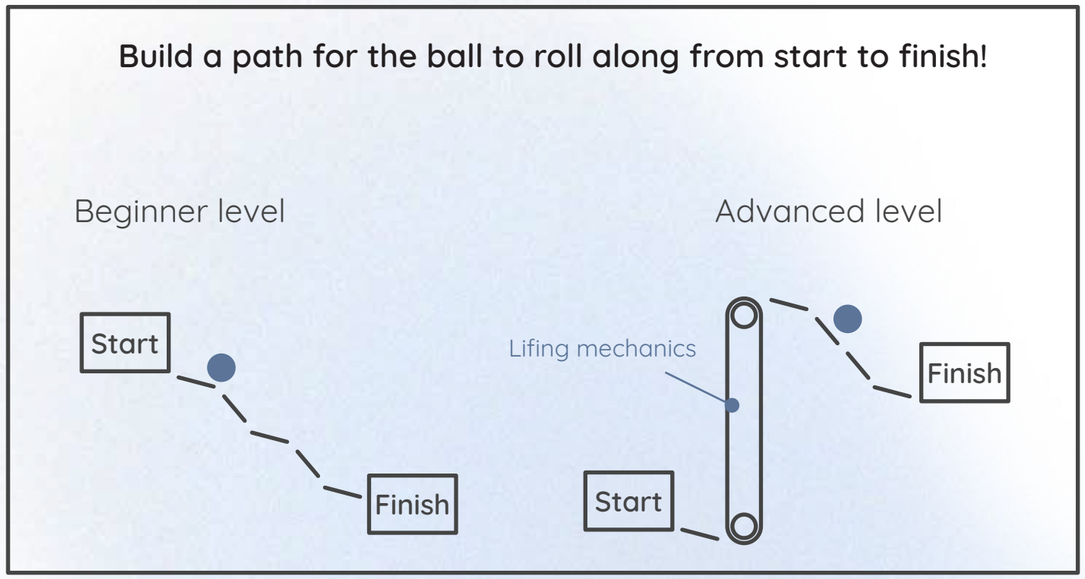
A slightly tilted table with labyrinth elements made like in the Smart Egg game. Players have to place a stick in the upper side of the labyrinth and lead it to the finish. They can race with each other or set a timer to make it more challenging. The labyrinth is built from a few joint blocks, so you can get a new game field by rearranging the blocks.





STEAM Wall of Art&Tech

I chose to combine the first two ideas from the ideation phase.This installaton would occupy a wall or a segment of a wall in the room, making it conspicuous, approachable, and easy to initiate interaction with, while other, board game-like installations would blend in with the crowd.

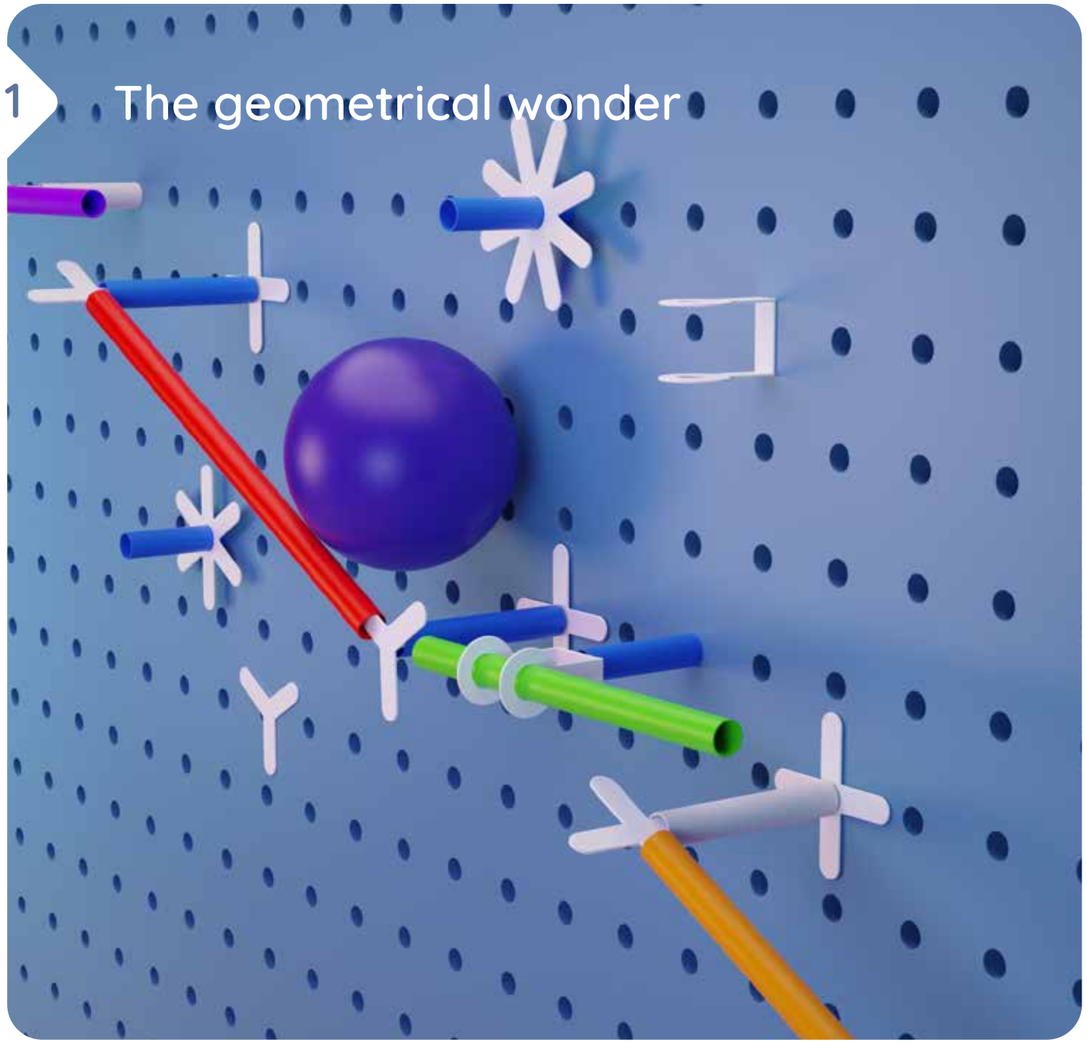


I chose this concept for further developement because this game differs from the other ones in terms of game mechanism.
With enough pieces, it allows plenty of players to be able to use the game at the same time alongside each other or even cooperating.
It is possible to generate different difficulty levels by replacing the “start” and “finish” stages, so it ensures the right amount of challenges for each age group.
It provides space for collaboration between different age groups (e.g. grandparents with their grandchildren) due to the lack of rules and low entrance level.
There is no time limit, the players can decide the amount of time they want to spend with the installation every time. You can have a feeling of success by playing for just a few minutes, but if you have time, you can choose more challenging routes.
It stands out from other similar games as it is placed on the wall surface.
The game does not have a winner, players have the feeling of success completing the previously set goals.

- Feeling of success
- No time-limit
- Encourages to cooperate
- Encourages to engage
- Developing creativity
- Developing community

Concepts

1 The geometrical wonder



Wall: perforated sheet

Tool set: 4D frame & 4D frame mechatronics sets

Geometry, mathematics
Engineering, mechatronics
Programming skills

Connection of geometrical shapes. The holes give a well-defined base structure, therefore the players have to adjust their construction to that. It makes the game more difficult and complex. With the incorporation of 4D Frame Mechatronics set, it is possible to bring the experience to the next level, because of the electrical parts, motors, chains, etc.

2 The toddler toy

Wall: magnetic/metal wall

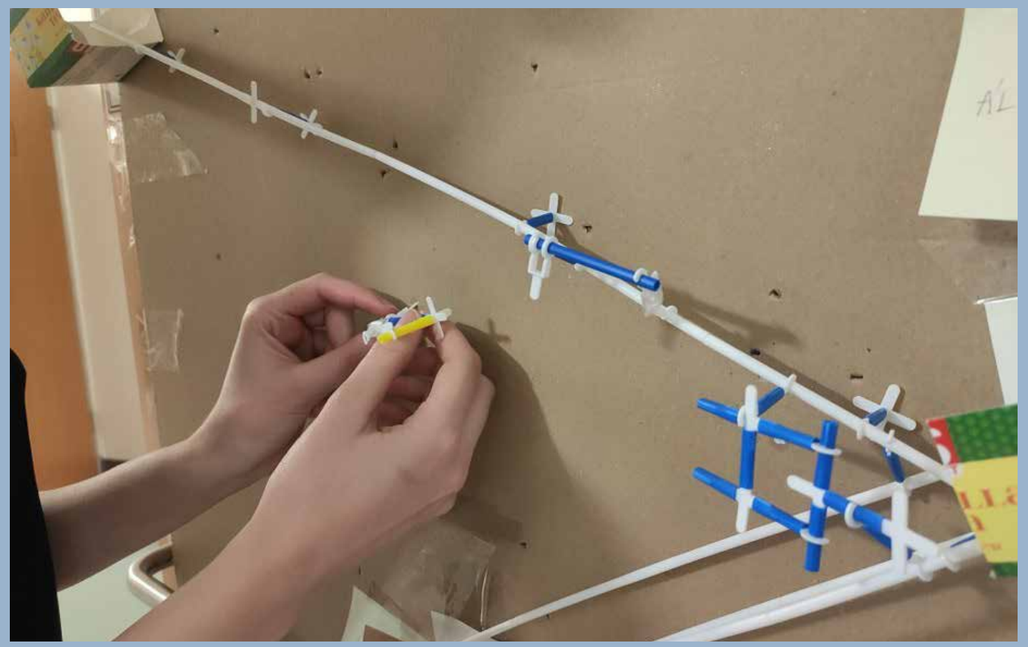
Tool set: Wooden/plastic blocks with magnet on their backs.

Lower entrance & skill level
Easy to build tracks
Diverse range of elements

Players can build a ball track pretty easily with this tool kit. The elements are easy to arrange, rearrange and the ball can roll inside the trenches on the elements.
Players does not have to build very complex structures in order to lead the ball into the finish, unlike with the 4D frame elements.

Prototyping

At that time I was living in a 1000 student dormitory. This place offered a great crowd for testing prototypes.



I wanted to make sure that the game attracts and maintains attention, so I made a prototype. I put it in a public place, where everyone passing can notice it, just like in the Art&Tech Center. I provided a brief set of instructions, so that anyone could start playing.

I asked the participants to give a short feedback on their experience with the game. It was more popular than I have anticipated, even in this small area and with just a few type of elements, people enjoyed themselves a lot.

Information gathered:

- Time spent: 5-45 minutes - a few got immersed in achieving their own goal and spent a lot of time on it.
- As expected: the 4D frame set was more difficult to start and more challenging as the wooden one.
- The prototype made of thick cardboard degraded quickly as all elements left holes in it
- Everyone could achieve success, as they were able to set difficulty of the game, and decide on spent time.

Improvement ideas

Inclusivity	Modified tool kits that are easy to grab and move. Using different materials so that the ball gives sound when rolling along the paths.
3D printing workshop	Organised workshops when players can make their own set of elements, while learning about 3D printing technologies.
The upcycle	Tool set: sticks with paper/ wooden elements. Can be made from waste material adding used plastic bottles, creating elements in workshop.
Art challenge	With a tool kit including different colors, materials and shapes. See “01” idea at ideation phase.

UX-UI FPS game

May 2023
ELVTR course

04

This part contains the assignments created for the **UX/UI In Gaming with Ariel Mallo** ELVTR course.

Brief:

FPS game

This is an online game. Our players have friends from all over the world, they would like to get immersed in epic online battles with them.

Small and short challenges will be appreciated to train their avatar's military and strategy skills.

Also, they really enjoy playing in new environments, so we will need an area to buy and download new DLC inside the game.

A player profile screen is mandatory, to view the player's skill progress and achievements.

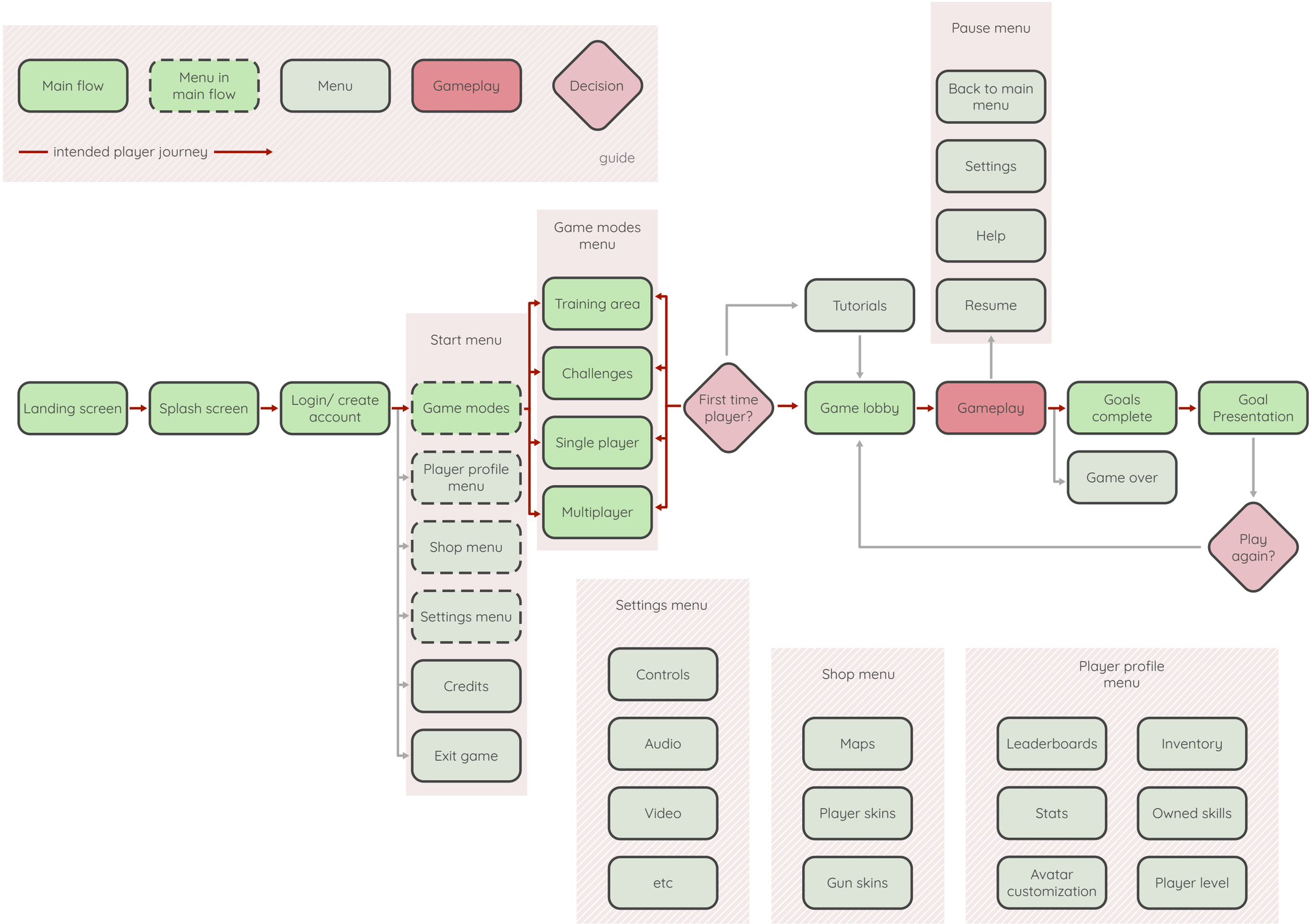
What I learned

- Game design and UX/UI design terminology, methods
- Use of Figma
- Game design elements
- Design thinking: how to immerse the player in the game

Result

Workflow
Moodboards
Wireframe
Mockup

Workflow


Main flow
Menu in main flow
Menu
Gameplay
Decision
intended player journey
guide
Pause menu
Back to main menu
Settings
Help
Resume
Game modes menu
Training area
Challenges
Single player
Multiplayer
Start menu
Tutorials
Landing screen
Splash screen
Login/ create account
Game modes
Player profile menu
Shop menu
Settings menu
Credits
Exit game
First time player?
Game lobby
Gameplay
Goals complete
Goal Presentation
Game over
Play again?
Settings menu
Controls
Audio
Video
etc
Shop menu
Maps
Player skins
Gun skins
Player profile menu
Leaderboards
Inventory
Stats
Owned skills
Avatar customization
Player level

Moodboard

superpower tech human high
planet defend atmosphere player
detailed toys animal colors space
wood suburbs
different animals chest
farmhouse fantasy
plants
small clans skills alien good
characters strategy weird bright colorful
spell attack
world childish personality
buildings
nature artificial collect stone
hay single
cartoon-like magic property
aliens
gadgets modern vector farm
multiplayer
royal battle century

Brainstorm

Representative phrase

Let’s travel through space where you can conquer other alien creatures with high-tech gadgets living in highly developed civilizations!

creatures	colorful	conquer	developed civilizations	high-tech	space
fantasy magical aliens superpowers space other planet creatures mythological	colorful cartoon-like artificial colors high detail childish toys bright vector metal	single player multiplayer battle royal defend-attack collect strategy defend property side quest colony conquer	farm suburbs nature stone developed civilizations hay animals outside various buildings skyscraper	spells skills gadgets high-tech scientific technological magic potions nuclear radioactive	fun stimulating animated friendly good atmosphere weird personality for avatars unearthly space
overall game style	UI style & graphics	game modes, battles	in-game environment	battle specialties	atmosphere

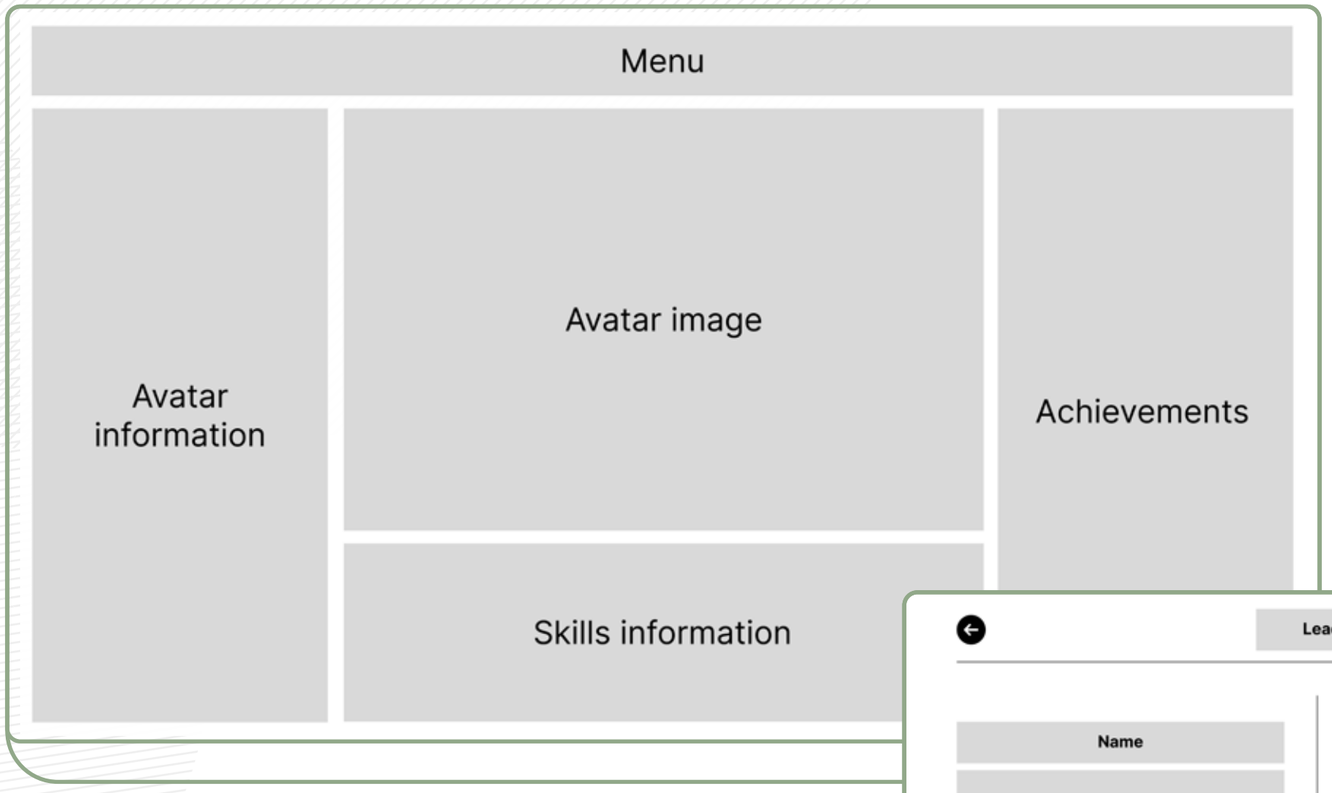
Moodboard II.

Menu:
Back to home
Player profile
Leaderboard
Avatar customization

Avatar information
Player image
Short text description
Player name: Billie Connor
Role: Team leader, level 3/8

Skills information
Experience: Expert
Energy: 60%
Effectiveness: 45%
Survival: 80%

Achievements:
Battle mode: 18 wins / 5 losses
Adventure mode: 69%
Challenge mode badges:
Diamond / Defense / Energy



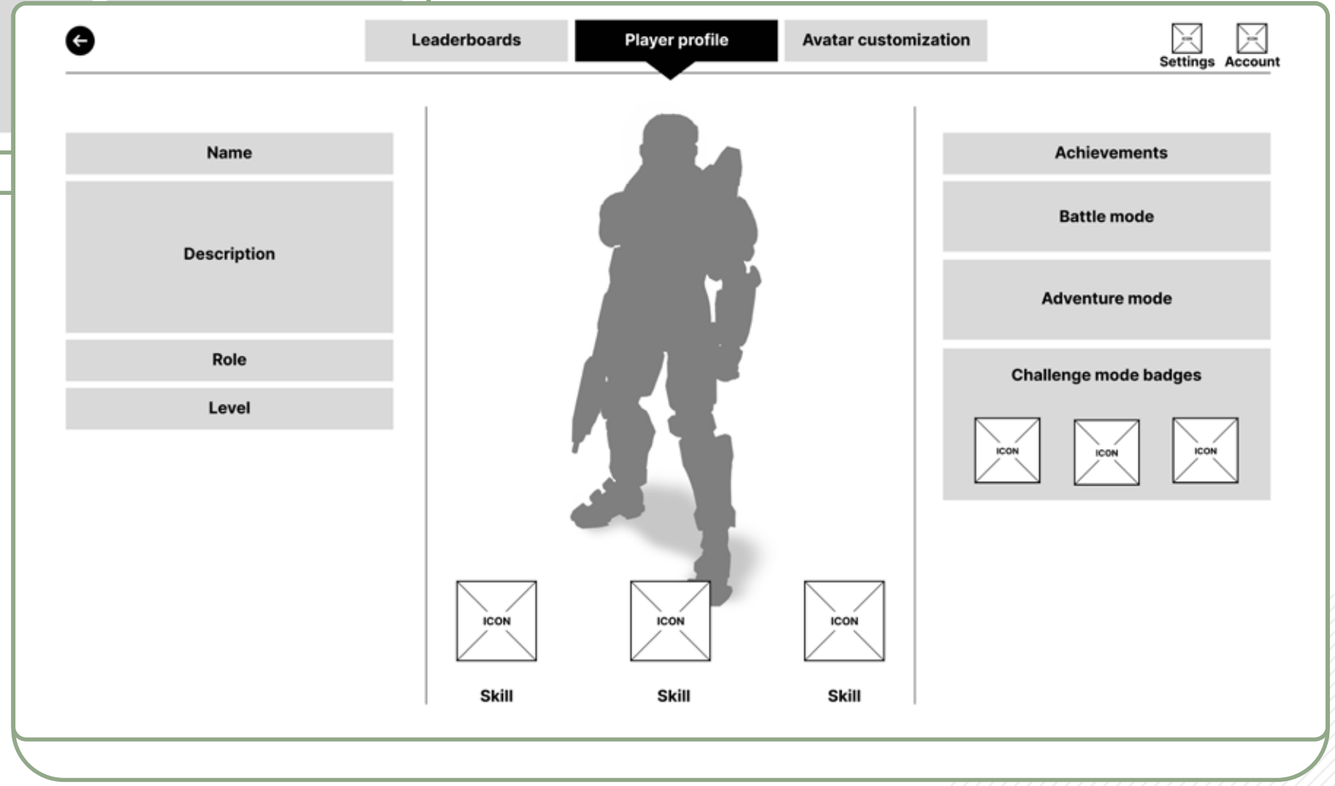
Throughout the planning process I looked at existing games' user interface and I found that placing the avatar in the middle was the best option. With this layout, the player can observe their own avatar, make changes on them, pick skins, guns, etc.

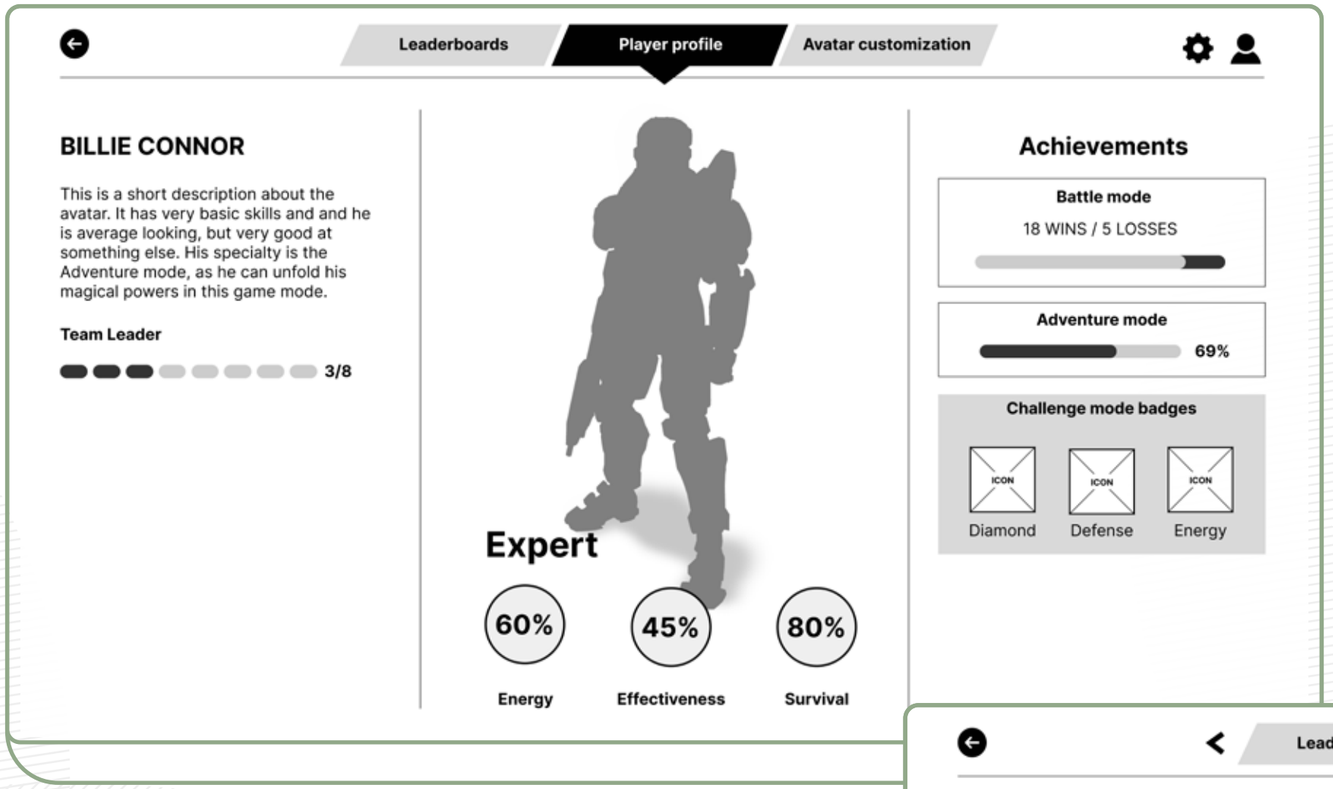
The menu bar on top allows the player to easily switch between sub-menus, so that all information is not placed on one single screen, causing it to be too crowded.
Static information is placed on the left.

Constantly changing elements are all placed on the right side, so it is easier to notice changes after each gameplay.
Some of the most important dynamic information is placed in the middle, closest to the avatar.

During this part of the creating process I was not focusing on exact displayed information, just defining the areas in general.

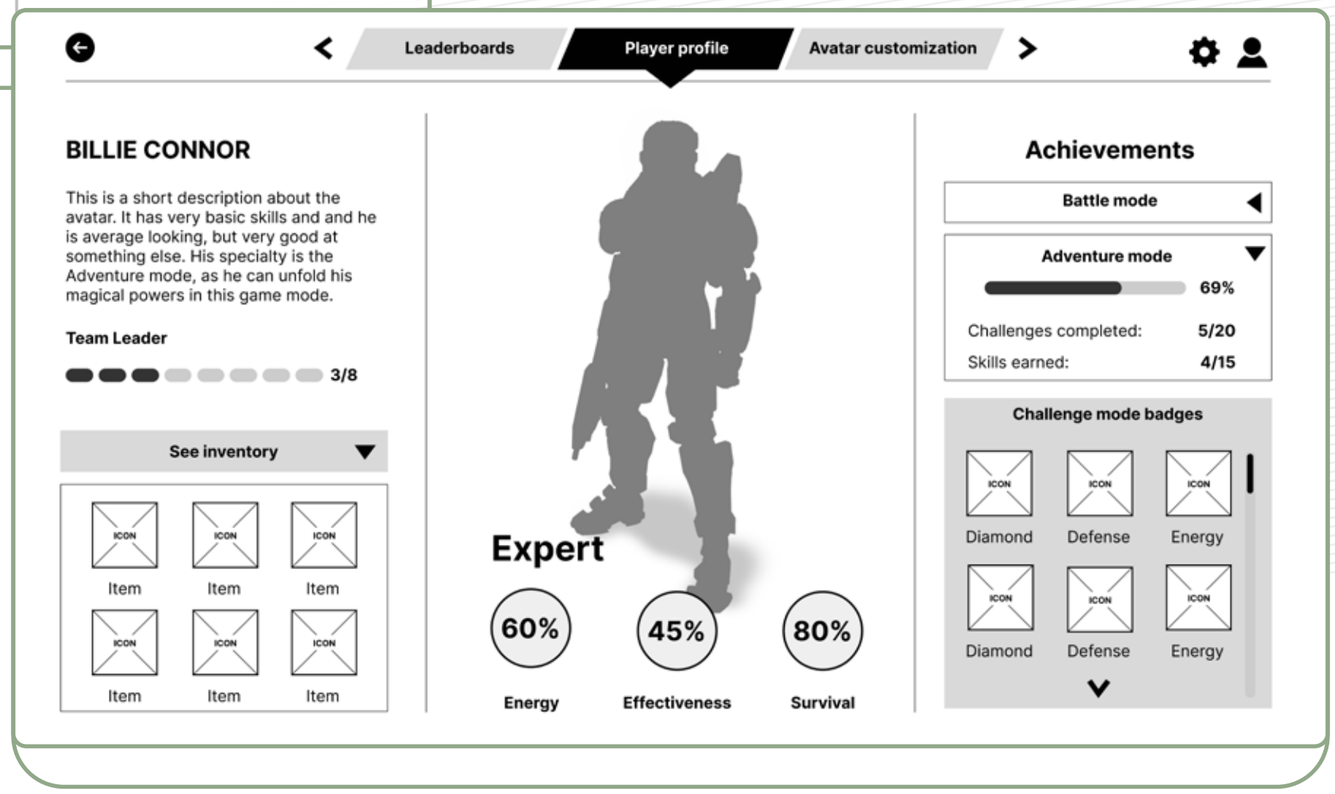
After defining the main informative areas, I started to break them down into smaller sections, and thinking about more exact solutions.





The final design
I used a lot of negative spaces not to overwhelm the player with too much information. I tried to use as many visual representations as possible instead of text so it allows quicker processing for the player.

Additional content
This screen design contains the optional elements if some additional data is needed. You can easily expand the previous screen with information when a new verison of the game is released for example.



BACK

Leaderboards | Player profile | Avatar customization

BILLIE CONNOR

This is a short description about the avatar. It has very basic skills and and he is average looking, but very good at something else. His specialty is the Adventure mode, as he can unfold his magical powers in this game mode.

Team Leader 3/8

INVENTORY ▶

Expert

60% Energy

45% Effectiveness

80% Survival

ACHIEVEMENTS

Battle mode

18 WINS / 5 LOSSES

Adventure mode

69%

Challenge mode badges

Diamond

Defense

Energy

Water dispenser

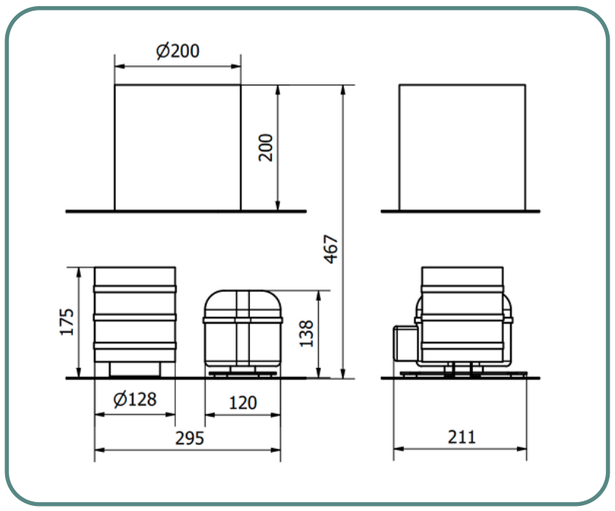
December 2022
University project

The design task was formulated as follows: The project is the design of a bottle water dispenser cover for office or even home use, which fits the internal technical content.

The goal, as opposed to conventional water dispensers on the market based on a single scheme, is to create a device that has a modular casing, so that it can be adapted to a variety of environments. In addition, economy, environmental and health awareness, ergonomic operation and compact appearance are important aspects.

05

It was the customer's request to design by retaining the elements of a particular type of water dispenser. I rearranged its mechanical parts and made the internal structure as logical as possible. At the end of the design process, these parts used up a smaller place compared to the original water dispenser, making the device more optimal.



Easy bottle change

Optimal mechanics

By colliding the considerations of usability and sustainability, I came to the conclusion that the cup should be provided, but only a recup could be considered in order to protect the environment.

Also, it was also necessary to have a container where users could put used cups, creating less waste than in average.

Emptying this and refilling the cup holder can be done once a day in an average user environment.

In order to increase sustainability, as an alternative to the cup, an important design aspect was to fit a bottle of average height or a half-liter water bottle under the dispensing structure, so that the user could pour water even into their own bottles.

Modular case

Comfortable use

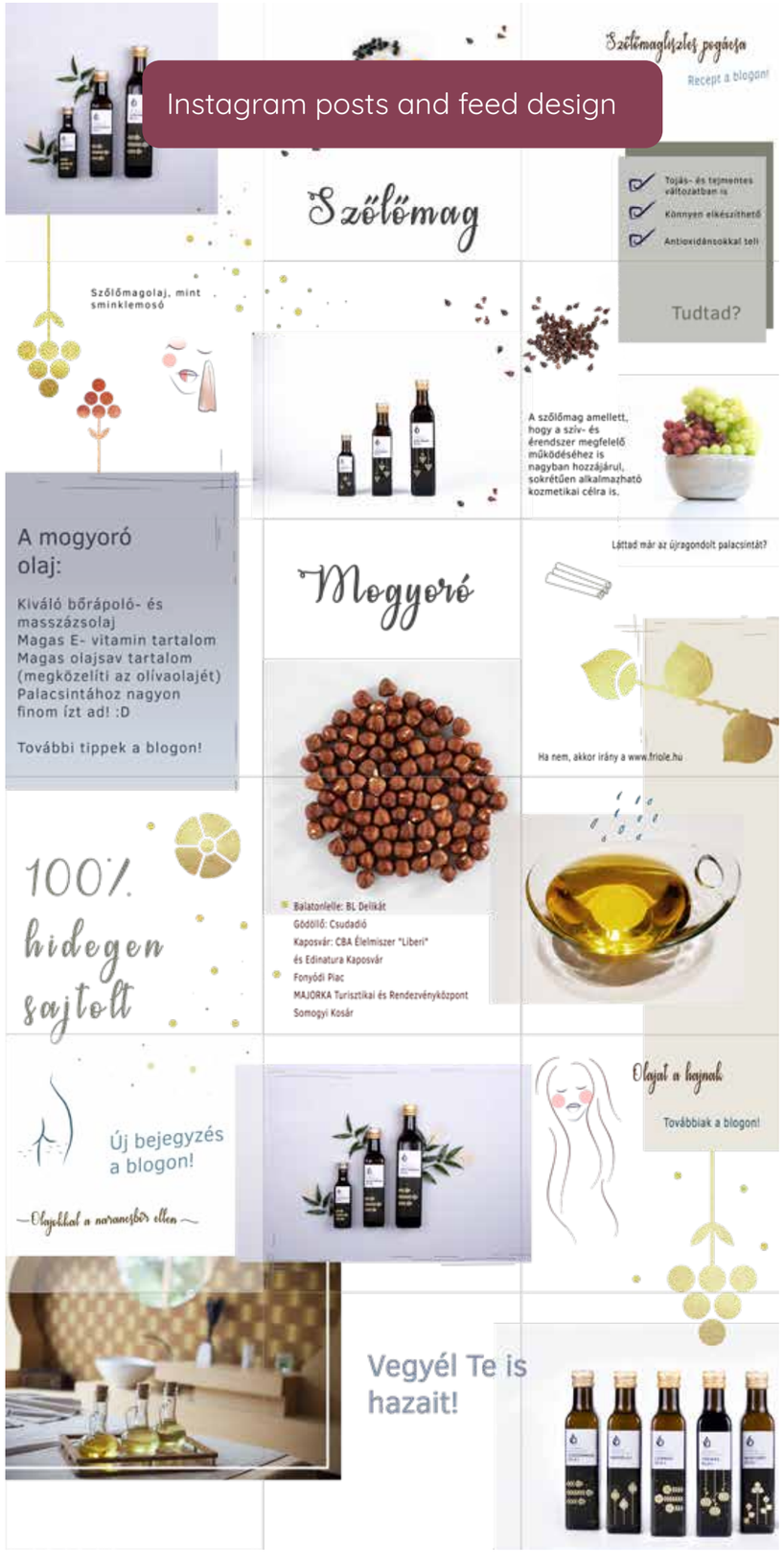
Recyclable aterials

Other projects

2020 - 2024
Freetime works

Facebook covers and printed posters for student community

Instagram posts and feed design



Vector art

Photo art

Fun experiences

Student community work

Food Innovation Design Sprint

Thank you for your time!