

Zoltán Kosa

Creative Director — brand, web and product design

Budapest, Hungary · English and Hungarian · zoltan@clarityrepublic.com · clarityrepublic.com

Twenty-five years in brand, web and product design, spent doing every part of the work by hand before directing it. Positioning and message decided first, then the identity, the website, the marketing material, and the direction of whoever builds each piece. Owner of a design and development company for eight years, so the business side of a project is not unfamiliar territory.

EXPERIENCE

Clarity Republic — Founder and Creative Director

2019 – present

Budapest, working with clients across the US and Europe

Positioning, brand strategy and creative direction for owner-led companies. The work runs from the decision down to the file: interviews and research until what a company sells and who it is for are settled and written down, then the identity, website, pitch deck and marketing material built to that decision. Work is produced with a standing group of developers, photographers and writers, directed by me and answered for by me.

Maat Holdings — Retained Creative Partner

2018 – present

Continuous retained relationship across a growing set of brands. Eric Davis owns the business decisions; the customer-facing brand architecture and creative direction are mine. Brand strategy, naming, identity, web and marketing material for each new offer as it appeared.

Crystalcore — Outside contractor, design lead

Fifteen years

Texas, USA

Websites for land brokers, rural real estate, farms, ranches and tourism. With the owner, built a template system and the backend under it so a feature developed for one client could ship to all of them; new functionality reached every site on the platform without bespoke rebuild work. Outside contractor throughout, never on payroll.

Independent — UI, UX, web and graphic design

2010 onward

International clients

Rebuilt on international work after the 2008 crash removed most of the Hungarian client base. UI, UX, web and graphic design across sectors, increasingly scoping into brand strategy, copywriting and owner interviews, which is where Clarity Republic came from.

Amegrant — Majority owner and Creative Director

2002 – 2010

Hungary

My own design and development company. Hotels, a real estate listing platform, a shopping mall system with an interactive store map and tenant management behind it, a government registry tool that moved local administration off paper, e-commerce for retail including a high-end German toy importer, plus brochure and print work. Responsible for design and UI, and for the business itself: clients, programmers and delivery.

Graphic and web designer — packaging design company

One year, before Amegrant

Budapest

Food packaging and brand assets. The company had a strong programmer and nobody covering how the website looked or worked, so that became mine as well. First time the two halves of this job sat next to each other.

EDUCATION

SUNY Purchase

Painting, with graphic design alongside

School of Visual Arts, New York

Foundation year

LANGUAGES

English

Professional, working language

Hungarian

Native