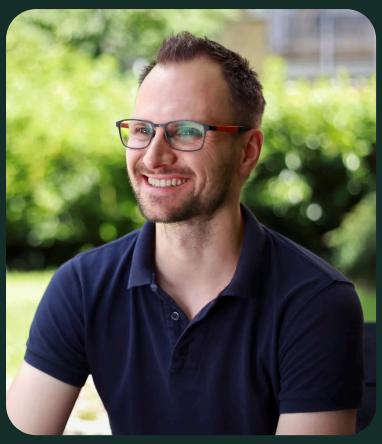


Daniel Lehoczky

Graphic designer / Illustrator / Interactive animator

Designer and illustrator with ten years of agency work in Budapest, up to art director. I work across brand, campaigns, illustration and interactive animation, and everything starts with a drawing. Freelance or as part of a team, on-site or remote.

Experience

2026 – now — **Freelance designer, illustrator & animator** · Independent
Brand, campaign and illustration work, AI-assisted product imagery and interactive animation for agencies and direct clients. Freelancing alongside employment since 2014.

2025 – 2026 — **Interactive animator** · Lupian
Rive animations, graphic design and social content for clients such as IK Outdoor.

2023 – 2025 — **Photo retoucher** · tectake GmbH, remote
Complex product photo editing and retouching for Amazon listings and the webshop.

2019 – 2023 — **Deepinsight** · Budapest

Art director 2021 – 2023
Key visuals for tenders and marketing campaigns, print and digital design, team management and supervision.

Designer, DTP operator, team leader 2019 – 2021
Print and digital design, static and animated social posts, photo editing and retouching, adaptations across sizes and formats.

CLIENTS ECE (Árkád malls), Pfizer, Mogyi, Hell

2015 – 2019 — **Graphic designer, team leader** · Onit Design, Budapest
Flyers, in-store posters, billboards, HTML5 banners, social ads, product catalogues, logos and brand identities; led a team of four.

CLIENTS Auchan, Biggeorge Holding, Pannónia Stúdió, NIF, Art Market Budapest

2014 – 2015 — **Graphic designer** · Byline Ltd., Siófok
Flyers, posters, magazines, logos, decoration designs and print pre-production for local businesses, caterers and the city government.

Education

2011 – 2014
Architecture BSc (not completed) · Szent István University, Ybl Faculty, Budapest

2009 – 2011
Graphic designer vocational qualification · Athéné SZKI, Budapest

2005 – 2009
Geoinformatics secondary school · Jáky József Technical School, Székesfehérvár

Also

Rive Expert badge on Contra

3rd place PlayIT Game Art competition, 2018

Concept art course 3 months, Mesharray, Budapest

Now learning After Effects and frame-by-frame animation

Outside work drawing, sports, games, comics, film, music

CONTACT

PORTFOLIO
lehographics.com

EMAIL
info@lehographics.com

PHONE
+36 70 207 4516

LINKEDIN
in/daniellehoczky

BASED IN
Veszprém, Hungary · remote

WHAT I DO

- / Brand identity & logo design
- / Campaigns & key visuals
- / Illustration & character design
- / Storyboards
- / Interactive animation (Rive)
- / AI image direction & retouching
- / Team lead & art direction

TOOLS

Illustrator · Photoshop · InDesign · Figma · Rive · After Effects · AI image tools

LANGUAGES

Hungarian — native
English — B2, state exam

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