

About me

I am a visual storyteller. Combining a strong eye for detail, with my experience across UX/UI and branding, I love to create fresh experiences that impact people, improving moments along the user journey, big or small. While users are always first in my mind when designing, I am also conscious of the business and commercial needs behind my designs, and how our choices can help companies achieve their objectives.



Experience

Client Design intern – Brand Potential June 2026 – Present

- Owning a creative route for a live beer rebrand with a major UK brewery, developing brand concepts and visual identity proposals.
- Pitching design concepts to the wider team, Creative Director, and client, communicating strategic thinking and responding to feedback.
- Creating design assets including presentation decks, social media graphics, and interactive UX/UI prototypes for client and internal projects.
- Managing multiple projects simultaneously, balancing independent design work with collaborative team initiatives in a fast-paced agency environment.

Freelance Graphic Designer April 2024 – June 2026

- Refreshed the visual identity for the English College In Prague, providing a brand new logo suite, a wayfinding system, social media graphics, website, and marketing strategy. (To be rolled out Aug '26)
- Created visual branding for GH Chiropractic, including logo, brand guidelines, leaflets, business cards, a roller banner and socials templates. (Currently in use)
- Rebranded Reading-based charity, Education Business Partnership (EBP), including designing a logo, brand guidelines, and socials templates. (Currently in use)
- Led a small team of designers running design speaker series, co-ordinating 10–13 speakers a year to talk about their careers and design journeys.

UX Design intern – IBM April 2025

- Engaged in ongoing research, listening to and analysing user interviews, and ideating ideas from this research.
- Participated in a playback session to share insights and demonstrate contributions to the project.

Digital Design intern – Flipside Group June 2025 – July 2025

- Helped design user interfaces for client projects picking up industry-specific insights into software beyond existing knowledge.
- Participated in client meetings, pitching ideas for digital experiences, refining my communication skills.
- Worked on visual mock-ups that supported live projects, experiencing and keeping up with the fast pace of agency work.

Skills

- Adobe Creative Suite (Illustrator, Photoshop, InDesign).
- UX/UI Design (Inc. Figma).
- Typography and layout design.
- Visual Branding and storytelling.
- Time Management and team collaboration.

Education

BA (Hons) Typography & Graphic Communication (First)

Place: University of Reading

End: June 2026

Diploma of Higher Education in Design and Innovation

Place: Open University

End: June 2022

Reference

Claire Hodgson

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Position: Senior Designer & Consultant, Brand Potential

Chloe Heyhoe

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Position: Head of Design, Flipside

Isobel Adcock

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Position: UX Designer, IBM



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