

ZOLTAN GOTHARD

Senior UI/UX, Brand & Marketing Designer

B2B SaaS • Digital Products • Brand & Marketing

Romania • Remote

office@vantabrand.com • LinkedIn • vantabrand.com



PROFILE

Senior UI/UX, Brand & Marketing Designer with 10+ years of experience across digital products, websites and visual identities. I combine product thinking, UI/UX, branding and marketing design to simplify complex ideas into clear, engaging experiences. Most recently, I worked with Swiss B2B SaaS company Picterra in a fully remote product, engineering and marketing environment.

PROFESSIONAL EXPERIENCE

Picterra

Marketing & UI/UX Designer

Swiss B2B GeoAI SaaS • Part-time

Jul 2025 – Jun 2026

Switzerland • Remote

- Designed B2B SaaS landing pages, marketing websites and campaign assets.
- Designed UI/UX for web applications and dashboards.
- Collaborated with product managers, engineers and marketers in a remote team.
- Designed presentations, product marketing assets and event branding.
- Translated complex AI and geospatial technologies into intuitive digital experiences.

Contentim

Senior Brand, Web & Digital Designer

Digital Marketing Agency • Part-time

Jul 2025 – Jun 2026

Switzerland • Remote

- Delivered branding, web and digital design projects for international companies.
- Designed websites, presentations, print materials and marketing assets.
- Worked closely with project managers to deliver high-quality design solutions.

Vantabrand

Founder & Creative Director

Independent Design Studio

Aug 2018 – Present

Romania • Remote

- Built and led a design studio specializing in branding, UI/UX and web design.
- Delivered 200+ projects for startups, SMEs and international companies.
- Designed user-focused websites, landing pages and digital experiences.
- Managed end-to-end design projects from strategy to final delivery.
- Partnered with founders and marketing teams to deliver business-focused digital solutions.

99designs

Brand & Graphic Designer

Independent Designer • International

Sep 2014 – Aug 2018

Freelance • Remote

- Created logos, brand identities and marketing materials for international clients across diverse industries.
- Developed strong expertise in visual identity, client communication and concept development.
- Achieved Top Level Designer status through consistently high-quality work and client results.

CORE EXPERTISE

UI/UX Design

Brand Identity

Marketing Design

Product Design

Web Design

Design Systems