

Balázs Serényi is head and co-founder of Visual MINDS Studio. He graduated at the Eötvös Loránd University of Science, in Computer Sciences and Mathematics in the year 2003. He got his first jobs as a programmer at small web design and 3d animation companies. Using these experiences he and his university colleague, founded Visual MINDS Studio in the year 2001. This two-man company started with small “students” jobs but in the following five years they managed to become a strong and unique member of the Hungarian market. In 2002. the company won the first prize at Hungary’s eFestival and got nominated at Europrix, with fotografus.com, designed and produced by Balázs Serényi. In the next years they developed a security system designed for an online application, which lead them to their next bigger project MePar which is a non-public, highly secured satellite- and ortophoto based registry system for the Hungarian State.

Since the year 2005 Balázs works as the head of the company, mainly focusing on using and inventing new technologies to be used for new media and interaction design. This is how also another award winning project, FlashFiltelab got to life. They began FlashFilterLab, based on Balázs’s idea to simplify the building process of compound, multi-level visual effects. In the year 2008 they started to build SourceBinder a visual development framework to unite open source programming power and the intuitiveness of node based environments. SourceBinder is in private alpha state and will be first released in February 2009 on the FITC Amsterdam.