

Borbála Roza

Product Engineer

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SUMMARY

I'm a software engineer with a dual background in computer engineering and animation, with a passion for **visual storytelling** I've pursued since early on. What drives me is a sharp sense of quality and a focus on what keeps people **engaged with a product**. I care about building products that feel **thoughtful and carefully crafted**, turning ideas into something people rely on and connect with.

EXPERIENCE

Software Engineer, Prezi 02/2024 – Present

- I joined full-time in 2024, working on UI including the team's first **AI-related interface features**, and **led the handover** of UI development responsibilities to another team during a broader strategic shift. This shift led me to take ownership of building a **headless version of the Prezi editor** from scratch, extracting and rebundling core libraries to power integrations including Prezi GPT in the ChatGPT GPT Store, this work became the foundation for **Prezi MCP**, which opened new integration opportunities. Alongside this, I interviewed candidates and onboarded 5+ new teammates, and **represented the team** at company-wide presentations 4 times, becoming a welcoming first point of contact for new hires and visiting teams.
- From mid-2025, I drove Prezi's shift toward AI-assisted and agentic workflows, building the company's **agent infrastructure** from scratch, first on OpenAI's Agents SDK, then migrating to Mastra. Since February 2026, I've been contributing to Prezi's **next-generation AI-native editor** in a startup-style, **high-autonomy setting**, owning external integrations with Composio, editing stability, and the saving/versioning system.

Software Engineer Intern, Prezi 08/2022 – 02/2024

- I joined Prezi as a QA Automation Intern in 2022, owning the automated tests for Prezi Present, the company's **flagship product**, then I took ownership of UI work on the same editor, where I **shipped UI features** inside a large legacy codebase while maintaining test coverage and documentation across multiple collaborating teams.

EDUCATION

BSc in Computer Engineering, Budapest University of Technology and Economics 2019 – 2024

- Member of the design team's leadership, Simonyi Károly Szakkollégium
- Erasmus exchange semester at NOVA University, Lisbon (2022)

Motion picture and animation designer OKJ, Corvin Art School 2023 – 2025

- Pursued in parallel with my engineering role. Directed two published short films: **Gyász** (1st place, Cegléd Film Festival 2025) and **Farsang** (Primanima children's selection, 3rd place at Cegléd Film Festival 2026). Most drawn to character design, concepting, and directing. Run a YouTube channel with 1,000+ subscribers.

SKILLS

Fullstack Engineering • Visual storytelling • AI Agent Architecture • 0-to-1 Product Build