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Overview

Leads product design strategy and UX architecture for complex B2B/B2B2C platforms, AI-native SaaS, and enterprise smart ecosystems. 15+ years bridging business objectives, cutting-edge technology, and human behavior- from 0-to-1 greenfield products to international platforms serving 15M+ users. Proven track record scaling design organizations, co-designing technical contracts with engineering, and translating high-density workflows into intuitive, high-adoption digital products.

Role-Aligned Qualifications

Product design leadership, AI-native UX architecture, and complex systems design across enterprise, fintech, and IoT platforms. 15+ years taking products from discovery to scale.

• AI-Native & Document Intelligence: Designed end-to-end UX for generative AI workflows, RAG assistant interfaces, document intelligence, and steerable automation for professional services and sales teams.
• Complex Platform Architecture: Architected multi-sided platforms spanning web consoles, native iOS/Android apps, self-service kiosks, and physical touchpoints for 10,000+ daily enterprise users.
• Scaled International Reach: Led UX and product delivery for consumer and B2B products operating at massive scale, including a consumer loyalty app with 15M+ European users.
• Cross-Functional Leadership: Directed design organizations of up to 16 designers and aligned delivery across 86-person Agile release trains, including direct engineering collaboration with Apple Enterprise Lab (London).
• Systems Thinking & Design Operations: Scaled design systems, API contracts, and structured design ops that reduced discovery-to-development handoff time by over 40%.
• Multi-Hat Versatility: Blends senior UX/UI craft with 10+ years of Product Owner expertise, balancing user delight with measurable business ROI and technical feasibility.

EXPERIENCE

Ergomania Ltd.
PRODUCT DESIGN STRATEGIST
Jan 2023 - Present
San Francisco / Hybrid

Lead design strategy and product architecture for US and European B2B SaaS, AI-native platforms, and fintech ventures, translating complex multi-sided business models into shippable digital products.

- AI-Native Professional Services Platform (Discovery to MVP): Directed end-to-end UX architecture for an AI-powered professional-services platform, designing RAG assistant interactions, document intelligence pipelines, and contextual feedback systems that keep automated reasoning steerable and auditable.
- B2B2C Financial-Wellness Ecosystem: Architected user journeys, onboarding funnels, and design systems for a financial-wellness mobile and web application distributed via employer benefit partners, optimizing activation and employee financial health tracking.
- B2B Sales Data Intelligence Suite: Led UX strategy and interface design for an AI-driven outreach and market intelligence platform, creating high-density executive analytics dashboards and automated campaign configuration workflows.
- Cross-Functional Scoping & Delivery: Partnered directly with client founders, engineering leads, and product teams to define product roadmaps, service blueprints, and API contract boundaries, reducing discovery-to-development handoff time by ~40%.
- Design QA & Governance: Established multi-module design QA protocols and reusable component libraries, accelerating client time-to-market while enforcing rigorous accessibility and usability standards.

NEOX Smart Solutions Plc.
PRODUCT DESIGN LEAD
Aug 2024 - Jan 2026
San Francisco / Budapest / Hybrid

Owned design strategy and multi-platform UX for a white-label smart-building operating system (B2B/B2B2C) serving 10,000+ residents, commercial tenants, and building operators across residential and commercial developments.

- Unified Smart-Building Ecosystem: Directed the end-to-end digital experience across native iOS/Android resident apps, building operator web consoles, lobby kiosks, and administrative portals, seamlessly connecting physical IoT hardware with digital touchpoints.
- AI-Powered Building Operations: Integrated conversational AI assistant capabilities into building management workflows, streamlining resident service requests, space and amenity reservations, and automated facility maintenance dispatching.
- Middle East Luxury Hospitality Tender: Led concept design and experience architecture for a high-profile smart resort tender (Zumü Hotel), unifying guest mobile journeys, concierge tools, and operational management into a single platform narrative.
- Agile Scrum Collaboration: Embedded as design lead within a 14-person Scrum delivery team, establishing design tokens, component specifications, and developer handoff guidelines that drove measurable real estate operational ROI.

SysCode Ltd.
LEAD UX/UI DESIGNER
Dec 2024 - Jan 2026
San Francisco / Budapest / Hybrid

Scaled the design department into a strategic organizational function and led end-to-end delivery of a greenfield national regulatory compliance platform (G2B/G2G) supporting an EU compliance certification regime.

• Regulatory Complexity Decomposition: Led UX/UI architecture for an enterprise compliance platform serving 5,000+ active enterprise filers and 30,000+ periodic users, transforming dense European regulatory legislation into intuitive, multi-stage submission flows.
• Multi-Role Workspaces: Designed role-tailored interfaces across 4 distinct user tiers: corporate filer portal, caseworker validation workspace, supervisory audit console, and executive reporting dashboards.
• Cross-Functional Delivery: Directed a 5-person product design team within a 16-person engineering and regulatory delivery organization, co-designing data models and API specification contracts with backend architects.
• Structured Design Operations: Instituted structured design operations and a centralized Figma design system, eliminating design rework and securing zero compliance-audit delays during nationwide rollout.

MOL Group Plc.
PRODUCT OWNER - PRESENTATION LAYER & SMART CAMPUS
May 2021 - Mar 2026
Budapest

Owned product strategy, feature roadmap, and continuous release delivery for all digital and physical presentation touchpoints across the MOL Campus smart headquarters, serving 2,500+ employees and 10,000+ annual campus visitors.

• Unified Presentation Layer: Owned the digital experience across employee mobile apps, desktop web portals, digital room booking panels, wayfinding kiosks, AV/VC conference systems, and automated parking terminals.
• Apple Enterprise Lab Partnership: Collaborated with Apple Enterprise Lab (London) to pioneer building badge digitization directly into Apple Wallet, enabling seamless, touchless employee and visitor access throughout the 143-meter skyscraper.
• Sustainability & Workplace Standards: Maintained digital workplace services supporting the building's LEED Platinum, BREEAM Outstanding, and WELL Gold sustainability and health certifications.
• Telemetry & Continuous Release: Established continuous user sentiment loops, telemetric performance tracking, and prioritized sprint backlogs across multiple vendor integrations, delivering 98%+ daily employee adoption.

MOL Group Plc.
LEAD UX/UI EXPERT
Dec 2020 - Mar 2024
Budapest

Led end-to-end UX/UI strategy and design execution for the MOL Campus smart-building digital ecosystem, from initial ethnographic research through multi-device launch.

• Design Organization Leadership: Scaled and directed a 16-person design organization encompassing user researchers, service designers, UI specialists, and design system advocates.
• Research-Driven User Journeys: Conducted workplace research and usability testing to define core employee, visitor, and facility manager personas and multi-touchpoint user journeys.

• Unified Visual Foundation: Established the design system and visual foundation across iOS, Android, web, and specialized embedded hardware interfaces (touch panels, digital signage).
• 86-Person Delivery Train Alignment: Aligned design deliverables across an 86-person cross-functional delivery train (iOS, React, backend, systems integrators, QA, and solution architects), ensuring pixel-level consistency and zero interface friction on launch.

MOL Group Plc.
PRODUCT OWNER - DIGITALIZATION PROGRAM MOBILE APP STREAM
Nov 2018 - Dec 2020
Budapest

Directed product delivery and UX/UI strategy for consumer and enterprise mobile applications within MOL Group's international digital transformation program.
• Mass-Market Consumer Mobile App (MOL Move): Owned product and UX design for the B2C retail loyalty mobile app, growing the platform from greenfield concept to 2M+ active users in Hungary and 15M+ users across Central and Eastern Europe.
• High-Velocity Delivery: Managed an 8-person design team and collaborated with a 16-person cross-functional engineering squad to deliver gamified reward tiers, digital fuel payment, and personalized promotional engines.
• Enterprise Power Platform Governance: Built and governed the enterprise Microsoft Power Platform initiative as Lead Ambassador, instituting governance models, training curricula, and an active internal maker community of 100+ low-code app builders.
• Microsoft Power Apps Hero Award: Recognized globally as a Microsoft Power Apps Hero for pioneering citizen-developer workflows that automated enterprise operational tasks.

MOL Group Plc.
SENIOR UX DESIGNER
Nov 2017 - Dec 2018
Budapest

Designed enterprise web and mobile tools for internal operations and B2B industrial customers across 10 European markets.
• B2B Industrial Partner Portal (MOL myISA): Designed the partner self-service digital portal for wholesale and industrial fuel customers, serving 1,000+ commercial accounts in Hungary and 10,000+ business users across Europe.
• International Mobile Quality Assurance: Directed cross-border UX quality assurance and usability audits for consumer-facing mobile products across 10 Central and Eastern European countries.
• Enterprise Design Thinking Evangelism: Evangelized human-centered design thinking across corporate business units, facilitating executive workshops and embedding design research into corporate planning.

Intren Ltd.
PRODUCT OWNER & UX/UI CONSULTANT
Jul 2013 - Nov 2017
Budapest

Managed digital product development and consulted on UX/UI design for agency clients across telecommunications, energy, and banking sectors.
• Led discovery, user testing, and interface design for enterprise client web portals, conversion-focused promotional platforms, and customer acquisition funnels.
• Translated client marketing and business KPIs into actionable product requirements, interactive wireframes, and high-fidelity prototypes.

Brandlift Ltd.
PROJECT MANAGER
Jan 2011 - Jun 2013
Budapest

End-to-end management of UX/UI design & development of websites, applications, promotional sites, and online campaigns for the agency's clients including several enterprises from the telecommunication, energy, and bank sectors.

KNOWLEDGE

Competences

Product Design Strategy, AI-Native UX (RAG & Document Intelligence), Design Systems & Design Tokens, End-to-End Discovery to Delivery, Agile/Scrum Product Ownership, User Research & Usability Testing, Service Blueprints, IoT & Hardware-Software Interfaces, API Contracts & Developer Handoff, Low-Code Governance (Power Platform).

Tooling

Figma, Miro, Adobe Creative Suite, Impeccable, Lovable, Claude, Cursor, Atlassian Jira & Confluence, Azure DevOps, SwaggerHub.

Certifications

Product Owner (Scrum Methodology), Service Design, UI/UX Design, Microsoft 365 & Power Platform Ambassador, Agile Software Development, ITIL 4.

Education

Computer Programming (2010-2012)	Szent György IT & Media School / University of Debrecen
Economics (2002-2005)	Budapest Business University
Marketing Manager (2001-2002)	Atalanta Business School