

GEORGE VIRGOLICI

Product Designer

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(password: open)

I am a Product Designer with 10+ years of experience developing user-centered designs that solve complex business problems and deliver maximum customer value, with a proven track record of successfully leading design projects and teams.

Product Designer (Contractor) @ HICX Oct 2025 - Sep 2026

- **Platform Redesign:** Led the comprehensive modernization of the platform's core interface, enhancing usability and aligning design with evolving business requirements.
- **Design System:** Built and scaled a robust design system, establishing centralized governance to ensure design consistency and platform scalability.
- **AI Integration:** Architected AI-driven design-to-code workflows, significantly accelerating feature delivery and product iteration cycles.
- **Feature Delivery:** Delivered end-to-end design solutions for key platform features—including dashboards, AI assistants, and data hubs—aligning with business objectives and operational efficiency.
- **Strategy & Collaboration:** Collaborated with cross-functional teams and stakeholders to define product strategy and drive digital transformation initiatives.

Product Designer & Product Owner @ imoba.ro Aug 2024 - Apr 2025

- **Product Strategy:** Defined and executed the vision and roadmap, aligning product development with business goals.
- **Product Development:** Led feature design, backlog prioritization, and requirement gathering.
- **Go-to-Market:** Developed and implemented strategies to drive early adoption, user growth, and market penetration.
- **User Experience:** Designed and refined key platform features to enhance usability and efficiency.
- **Collaboration:** Worked closely with developers to iterate on features, improve scalability, and enhance platform performance.

Lead Product Designer - AI Projects @ LSEG Apr 2022- Jul 2024

- **Data Lineage:** Spearheaded the design of a chatbot leveraging Chat GPT capabilities to automate data lineage discovery and mapping, significantly enhancing operational efficiency.
- **Amplify:** Designed an intuitive HITL (Human-in-the-Loop) interface for efficient data extraction from ESG and Eurobonds documents, driving AI model training to streamline future tasks and boost user productivity.
- **Transcript:** Redesigned the settings panel for the existing Transcript app, improving user customization options and streamlining configuration processes for a more intuitive experience.
- **Design System:** Contributed to the evolution of the design system by defining usage patterns, integrating new components, and establishing best practices.

Lead Product Designer @ Thales Oct 2018- Apr 2022

- **TMS Norway Project:** Directed design efforts for the TMS Norway project, creating 6 out of 10 critical applications, including STL for Signal Operators and Train Graph for Dispatchers.
- **Cross-Application Interactions:** Defined and implemented cross-application interactions to ensure a seamless user experience across multiple tools.
- **Design Workshops:** Significantly enhanced the visibility and integration of UX design by organizing and leading design workshops between BaneNor (client) and Thales.
- **Stakeholder Satisfaction:** Boosted project stakeholder satisfaction through exceptional UX team performance and collaboration.

- **Innovative Design:** Challenged existing railway standards and protocols, driving innovation and change through thoughtful design solution

Head Of Product Design @ Yopeso Feb 2017 – Oct 2018

- **Team Leadership:** Led a team of 6 designers with a retention rate of 100%, fostering a collaborative and innovative environment.
- **Design Services Sales:** Advocated for the importance of UX to clients, effectively selling our design services and demonstrating the value of UX in achieving business goals.
- **Process Development:** Developed and implemented design processes and procedures to streamline operations, enhancing team efficiency.
- **Resource Management:** Managed hiring processes and oversaw the UX team budget, ensuring optimal resource allocation.
- **Mentorship:** Taught and mentored new designers, contributing to their professional growth and integration into the team.

Lead Product Designer @ Yopeso Aug 2016 – Oct 2018

- **authorized.by:** Designed a B2B platform from the ground up for brand manufacturers and retailers. Optimized profile maintenance and partnership establishment with streamlined processes and real-time data management. Played a key role in the MVP design, aiding in securing financing
- **Limango:** Contributed to the design of a flash sale e-commerce platform for web and mobile (iOS and Android). Focused on enhancing the user experience to drive sales and improve user onboarding.
- **Mumzworld:** Assisted in designing an e-commerce platform specializing in mother and baby products. Focused on improving the shopping experience and optimizing features to increase sales and increase user engagement across web and mobile (iOS and Android).

Freelancer UI/UX Designer Mar 2016 – Aug 2016

- **SleekBill:** Facilitated the transition of SleekBill, a bill invoice company's desktop software, to a web-based app. Collaborated closely with the CEO to align with business requirements and enhance user experience.
- **Local Agency Projects:** Designed complete website solutions for various businesses, ensuring tailored and effective web presences.
- **Ecrion Collaboration:** Continued collaboration with Ecrion as a client, maintaining responsibilities for design tasks and project deliverables.

UI/UX Designer @ Ecrion Mar 2015 – Mar 2016

- **Document Generation:** Led the design efforts for a new web app focused on document automation and generation as the sole UI/UX designer. Worked closely with stakeholders to translate user and business needs into high-fidelity prototypes.

„Dunărea de Jos” University - Bachelor's degree, Environmental, and Sciences · (2009 – 2012)