DORIN PERSA

Head of UX & Product Design | B2B SaaS | Design Systems
EU-based | CET-compatible | dorin.persa@gmail.com | LinkedIn | Portfolio | +40 745 50 41 71

PROFILE

Product and UX design leader with 18+ years across digital products and consulting, including 10+ years in product design and 8+ years leading teams. Built teams of 10+, introduced scalable design systems and improved design quality across complex B2B/B2C and regulated products. Combines hands-on craft with research, analytics, design operations and AI-assisted workflows, working with Product, Engineering and executives to turn customer needs into shipped outcomes.

CORE EXPERTISE

Design Leadership · B2B SaaS · UX Quality & Governance · Design Systems · Team Development · UX Research · Product Strategy · AI-Assisted Workflows · Analytics · Engineering Partnership

EXPERIENCE

Head of Operations | Product, Design & Customer Experience

Digital Distribution Group · Jun 2025 - Present

• Lead product experience and design-system work for a 150K+ user, multi-market platform across onboarding, payments, KYC, CRM, content and customer support.

• Evolve reusable UI patterns, templates, localisation and lifecycle experiences, reviewing flows and release decisions with platform providers and distributed teams.

• Use Amplitude, Hotjar, PostHog and Smartico to identify friction and prioritise improvements to conversion, retention, payments and customer journeys.

• Redesigned AI-assisted support, fallback and specialist escalation journeys, extending 24/7 multilingual coverage while reducing monthly operating cost by ~14%.

• Coordinate Design, CRM, Content, CMS and CX across ~40 internal, shared and external contributors, clarifying ownership, workflows, handovers and quality standards.

Head of Product Strategy

Digital Distribution Group · Jan 2025 - Jun 2025

• Helped take a regulated digital platform from concept to launch in ~6 months, owning product vision, roadmap and end-to-end experience priorities.

• Defined interconnected journeys across payments, KYC/risk, CRM, CMS, promotions and support, turning customer, technical and regulatory needs into design priorities.

• Established the initial design system, reusable templates and multi-market localisation model, creating consistency across product and customer touchpoints.

• Evaluated ~15 platform and service partners, weighing UX, integration constraints, regulatory fit, implementation effort and commercial terms.

Head of UX & Product Design / Product Manager

DevHub · Nov 2023 - Nov 2024

• Scaled a product/design team from 5 to 10+, hiring 6 designers and strengthening critique, mentoring, feedback and career-development practices.

• Reduced design debt by ~30% in under six months through a multi-brand system with design tokens, reusable components, version control and Storybook.

• Increased engagement by 21% and retention by 15%, and cut time-to-first-conversion by 12% using research, Amplitude, GA4, Hotjar and A/B testing.

• Reduced design-to-development turnaround by ~30% through dual-track discovery, clearer reviews and closer Product-Design-Engineering collaboration.

Senior Product Consultant | Audi Business Innovation

Via Modus Create · Munich / Global · Dec 2020 - Dec 2022

• Delivered 32 production Feature Apps within oneAudi, helping define reusable UI patterns, responsive behaviours, WCAG 2.1 accessibility and implementation guidance.

• Reduced Driving Experience booking time by ~80% through service design and an integrated journey across discovery, authentication, payments and support.

• Worked with Product and Engineering across releases, translating platform constraints into high-fidelity flows, prototypes, interaction details and build-ready patterns.

Senior Consultant, Product & UX

Modus Create, Inc. · Global · Dec 2020 - Sep 2023

• Led global design engagements from research and complex systems modelling through strategy, prototypes and delivery; aligned stakeholders and mentored consultants.

• Improved AARP Money Map engagement by 7% and satisfaction by 13%; shaped Devensoft's B2B M&A workflows through interviews and journey mapping.

Digital Design & UX Manager

Luminos Software · 2016 - 2021

• Recruited and managed UX, UI and interaction designers, setting review practices, quality standards, feedback cycles and development plans.

• Reduced design-related issues by ~20% through repeatable discovery and design QA; maintained 90%+ timeline adherence across web, mobile and enterprise work.

Earlier Digital & Visual Design Experience

Steelcase · Storm Group · Spark Creative Marketing · Agencies · 2008 - 2016

Built foundations in interface design, responsive web, brand systems, B2B customer work and visual communication across agency and corporate environments.

TOOLS & METHODS

Figma · FigJam · Storybook · Design Tokens · Miro · Amplitude · GA4 · Hotjar · PostHog · Smartico · Jira · Confluence · A/B Testing · ChatGPT · MidJourney · Adobe Creative Cloud · WCAG

EDUCATION & DEVELOPMENT

Executive MSc in Innovation & Entrepreneurship · HEC Paris · 2025 - 2027 (expected)

Focus: Business Management, Corporate Strategy & Innovation

Core: Design Thinking · New Product Development · Business Strategy · Organizational Design · Leadership · Innovation Management

BA, Design & Visual Communications · University of Art & Design, Cluj-Napoca

NN/g · UX Management Certification
Amplitude · Analytics & Retention
IBM · AI Product Manager Specialization
Global Culture Training
Lean – Training
Critical Thinking Model
Agile methodologies – SCRUM
Strategic SPIN selling
Challenger - Creating the new high performer
How to handle pressure