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# Florin Ursu

Senior Product Designer – AI & SaaS (B2B / Mobile)

## Product ownership across UX and PM roles since 2019

Senior Product Designer focused on building AI-powered SaaS and mobile products end-to-end. Experienced in owning product decisions from discovery and MVP definition through monetization, growth, and scaling. Strong background in UX and design systems used as leverage for faster decision-making, clearer trade-offs, and better product outcomes.

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## KEY COMPETENCIES

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### AI-powered product building

Designed, built, and shipped AI-driven features and workflows using LLMs, automation, and data pipelines, focused on real user value, performance tradeoffs, and scalable architecture.

### 0→1, pivots & product resets

Led products through discovery, MVP launch, beta feedback, and major pivots, correcting flawed assumptions before scaling.

### Growth & monetization

Owned activation, retention, and monetization across mobile and SaaS products, improving conversion through onboarding, lifecycle engagement, and value driven adoption.

### Product decision ownership

Owned product direction and trade-offs from discovery to delivery, making clear decisions under ambiguity and aligning stakeholders around priorities and outcomes.

### Complex systems & integration thinking

Built and evolved products with complex data flows, integrations, permissions, and workflows, balancing technical constraints with usability and maintainability.

### Design & UX as leverage

Used deep UX and design systems experience to accelerate discovery, reduce rework, and enable faster, higher-quality product decisions.

## JOB EXPERIENCE

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### Senior Product Designer

July 2023 – present | Tellwell

- Owned iOS products end-to-end: **product strategy, UX/design & brand direction, MVP delivery, and post-launch growth**
- Led **early beta testing** and **product pivots** based on activation, retention, and monetization signals
- Defined **MVP and post-launch roadmaps** focused on conversion improvement and growth-supporting functionality
- Set **design principles and brand direction**, aligning product experience, positioning, and messaging
- Architected **AI-driven features and workflows**, leveraging LLMs and automation to accelerate delivery and increase product value
- Coordinated **ASO, go-to-market, and marketing execution**, aligning product, growth, and acquisition efforts
- Partnered closely with engineering, design, and marketing to **ship, iterate, and scale with speed**
- Improved activation and conversion** through onboarding and core flow optimization

### UX Lead

October 2024 – Present | Yopeso

- Led UX and product discovery** across multiple products; defined problems, scoped MVPs, and prioritized work with engineering
- Ran user research and testing to validate assumptions before build** and correct direction after launch
- Drove feature prioritization and roadmap input** based on user impact, delivery cost, and business value
- Acted as product owner for key initiatives from discovery through release
- Improved onboarding, core flows, and key journeys** with direct impact on activation and conversion
- Worked hands-on with engineers and QA to **ship, test, and iterate quickly**
- Balanced UX quality with delivery constraints; **cut scope aggressively when needed**
- Set UX standards and patterns** that reduced rework and improved delivery speed
- Acted as product owner and decision-maker for initiatives without a dedicated PM

## JOB EXPERIENCE

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Earlier roles focused on product ownership through design, discovery, and delivery in enterprise and SaaS environments.

### Lead Product Designer

February 2024 – present | Lansweeper

- Owned UX and product discovery for enterprise IT and cybersecurity products serving technical and non-technical users
- Owned research, design, and solution definition for a data lake product enabling faster, more informed operational decisions
- Designed and launched a no-code tool enabling non-technical users to build dashboards and automate workflows, reducing manual reporting
- Owned rollout of a new design system with engineering, reducing design-to-dev handoff time and improving consistency
- Drove product decisions by aligning insights from power users, support, pre-sales, and engineering

### Senior Product Designer

August 2022 – December 2023 | Binalyze

- Owned major UX initiatives for cybersecurity and digital forensics products in a KPI-driven environment
- Led a design system overhaul, reducing churn by 1.2%, improving retention by 2.8%, and increasing license usage by 14%
- Defined UX methodology for a 3-person team, aligning discovery and delivery with business objectives
- Used product analytics (Amplitude, Hotjar) to drive UX and product improvements, generating €650K in pre-sales pipeline
- Launched an AI-driven training platform improving customer engagement and addressing DFIR skills gaps

### UX MANAGER

August 2020 – August 2022 | FintechOS

- Built and scaled the company's first in-house UX function supporting B2B and B2C fintech products
- Scaled the UX team from 1 to 8 specialists in under a year
- Owned redesign of core SaaS products, increasing engagement by 9% and license usage by 6%
- Owned two design systems and React component libraries across multiple products
- Managed a \$480K annual budget, aligning investment with product and business priorities
- Defined and embedded UX and discovery processes into product development, improving cross-team execution

### UX ARCHITECT

October 2019 – August 2020 | Uniqa Insurance

- Defined UX strategy aligned with business goals across enterprise insurance systems
- Established UX research, testing, and metrics practices to improve adoption and usability
- Partnered with product owners and engineering to ensure feasibility and delivery quality

### Digital Designer

December 2015 – October 2019 | Honeywell

Oversaw cross-channel design and marketing campaigns, ensuring brand consistency and customer engagement.

- Set creative direction for large-scale projects in partnership with global brand managers.
- Improved conversion and engagement through targeted campaigns across digital and offline channels.
- Explored UX/UI development for in-house projects, promoting a user-centered design culture.
- Championed design oversight from concept to execution, aligning outputs with the Honeywell brand strategy.
- Mentored and coached junior designers, fostering collaboration and creativity in the Bucharest office.

### Early Career in branding & graphic design

2007 – 2015

Held Graphic Designer, Branding Specialist, and DTP Specialist roles across agencies, media and corporate. Built a strong foundation in brand design, visual communication, and marketing strategy before transitioning into UX leadership.

- **Delivered branding and campaign design** for multi-channel initiatives at Teamnet and Matt Design.
- **Produced layouts and advertising design** for clients at The Group advertising agency and Ziuva Newspaper, ensuring consistency across brands.
- Developed cross-platform assets (print and digital), collaborating closely with marketing and editorial teams at Honeywell.

## EDUCATION

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○ **HOW TO DESIGN EXPERIENCES FOR AI**  
Interaction Design Foundation (IxDF) 2024

○ **DESIGNING WITH AND FOR ARTIFICIAL INTELLIGENCE**  
Interaction Design Foundation (IxDF) | 2024

○ **UX DESIGN & STRATEGY**  
Informal School of IT | 2015

○ **AGILE FUNDAMENTALS**  
Honeywell | 2014

○ **PRODUCT MKT. MGMT. MENTEE**  
Honeywell | 2014

○ **INTERIOR DESIGN**  
"Ion Mincu" Architecture University | 2005–2010