



# KRISZTIÁN S. SZILÁGYI

PRINCIPAL PRODUCT DESIGNER & SENIOR UX CONSULTANT

HIGH-IMPACT PRODUCT DESIGNER WITH 15+ YEARS OF EXPERIENCE DESIGNING THE INFRASTRUCTURE THAT BRIDGES COMPLEX ENGINEERING WITH HIGH-CONVERSION AND USER-FRIENDLY EXPERIENCES.

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I specialize in **Product Velocity**, architecting user-centric Design Systems that have demonstrated a **40% reduction** in development time for core enterprise features.

My track record includes designing multi-tenant cloud platforms at global scale (13 countries), where I utilized qualitative user research and iterative prototyping to drive a **+32% lift** in onboarding conversions.

I synchronize product and development teams by building scalable design governance and structural workflows that eliminate design debt and ensure consistent, accessible user experiences.

## TECHNICAL SKILLS

### UX & VISUAL DESIGN

#### HIGH-FIDELITY VISUAL STRATEGY

15+ years of excellence in UI/UX, translating complex business requirements into **user-centric** workflows and **high-conversion interfaces**, grounded in qualitative and quantitative user research.

#### DESIGN OPS & IMPLEMENTATION STRATEGY

Expert at connecting design and engineering with **design systems, documentation and front-end implementation**; simplified asset delivery and reducing handoff friction.

#### USER RESEARCH & DISCOVERY

Expert in conducting stakeholder interviews, surveys, and competitive analysis to identify pain points and define problem statements.

#### RAPID PROTOTYPING

Iterating from low-fidelity wireframes to high-fidelity, interactive prototypes to validate concepts with users before development.

**Figma** (Expert-level system architecture) and AI-augmented workflows for designing, prototyping and documentation.

### DESIGN SYSTEM STRATEGY & GOVERNANCE

#### ADVANCED FIGMA SYSTEMS

Implementation of multi-brand design-systems, slot-based component libraries, and automated design-to-code pipelines.

#### SYSTEMIC SCALING

Token-based architecture, multi-tenant system governance, AI supported pipeline, and "Design-to-Code" synchronization that eliminates manual execution.

#### COMPLIANCE & STANDARDS

Deep implementation knowledge of WCAG Accessibility standards and Fintech-specific regulatory UX requirements.

### PRODUCT & REVENUE STRATEGY

#### CONVERSION OPTIMIZATION

Data-driven redesign strategies delivering verified **+32% onboarding lifts** and direct top-line revenue impact.

#### FINTECH DOMAIN EXPERTISE

Knowledge of lending logic, automated credit application flows, and KYC/AML integration patterns.

#### STAKEHOLDER GOVERNANCE

C-Suite stakeholder alignment, Design Ops, and cross-functional leadership of product/engineering teams.

## CORE SKILLS

#### DESIGN & SYSTEMS ARCHITECTURE

Design Systems, Slot-based Architecture, Multi-tenant Systems, Token-based Architecture, Design Governance, Atomic Design, Figma (Advanced Architecture), AI-Augmented Workflows.

#### RESEARCH & STRATEGY

Conversion Rate Optimization (CRO), A/B Testing, Qualitative & Quantitative Research, Behavioral Analytics, Stakeholder Management.

#### DOMAIN & TECHNICAL

Fintech (Lending logic, KYC/AML), Front-end Architecture (HTML/CSS, Component Logic), WCAG Accessibility Standards.

#### LANGUAGES

English (professional proficiency), Hungarian (native)

## RECENT PROFESSIONAL EXPERIENCE

2026  
2023

### STRATEGIC PRODUCT CONSULTANT

SELF-EMPLOYED

#### WEB3 INFRASTRUCTURE

Designed the end-to-end UX for a decentralized community platform, translating complex blockchain-driven logic into accessible, high-conversion Web2-like user journeys.

#### DESIGN MATURITY & ECOSYSTEM

Established a high-performance design culture within a high-growth startup, implementing Design Ops protocols to synchronize rapid development cycles with product strategy.

#### ECOSYSTEM DESIGN

Built a modular UI framework that enabled the rapid deployment of community-driven governance features across a decentralized environment.

2023  
2020

### CHIEF DESIGN OFFICER

CIRCEO LABS LTD.

#### PLATFORM DESIGN

Engineered and implemented the design system for a multi-tenant cloud lending platform operating across **13 countries**, processing over **1.5 million credit applications annually**.

#### SYSTEMIC EFFICIENCY

Engineered a **slot-based Design System** that reduced core feature development cycles from **2 weeks to 5 days (60% efficiency gain)**.

#### TECHNICAL ALIGNMENT

Developed the component specifications and workflows that synchronized product roadmaps with frontend engineering workflows.

#### COMPLEXITY MANAGEMENT

Translated intricate backend lending logic and KYC requirements into high-fidelity UI, bridging traditional banking security with modern SaaS velocity.

2020  
2018

### UX LEAD & ART DIRECTOR

LENSA INC.

#### DATA-DRIVEN CONVERSION

Executed a comprehensive redesign of the core user onboarding flow, utilizing behavioral analytics and A/B testing to secure a verified **+32% lift in conversion rates**.

#### SYSTEMIC ARCHITECTURE

Deployed the company's first internal Design System, **simplified design-to-dev workflow and ensuring brand consistency** across high-volume US acquisition campaigns.

#### CROSS-FUNCTIONAL DELIVERY

Partnered with product, marketing, and engineering stakeholders to synchronize creative output with aggressive growth verticals.

2018  
2013

### UX/UI DESIGNER

FREELANCER

#### OPERATIONAL TRANSFORMATION (DELOITTE)

Designed a Corporate Income Tax (CIT) portal, digitizing a legacy process of infinite email threads and 30-tab spreadsheets into a node-based validation engine.

#### SPONSORSHIP ACQUISITION

Designed high-fidelity interactive prototypes for complex fiscal workflows, securing in-house capital sponsorship for full-scale application builds.

#### STRATEGIC DELIVERY (OGILVY)

Executed surgical product designs for global enterprise clients, focusing on high-stakes Fintech and E-learning solutions.

2013  
2006

### EARLY CAREER & FOUNDATION

VISUAL DESIGNER

Held different roles in visual design, art direction, and prototyping. Delivered high-impact marketing visuals, identity systems, and early-stage interfaces for global brands (Samsung, Pfizer, Volvo, Disney, 20th Century Fox). Built the visual design foundation (typography, hierarchy, and motion) that grounds my current systemic product design approach.