LOSONC FERENC

Principal / Senior Product Designer

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Summary

Product Design leader with 14+ years of hands-on experience shaping product direction, elevating design craft, and delivering user-first solutions across complex, multi-platform B2C and B2B products at scale. Track record of translating complex problems into elegant, usable solutions grounded in user needs and business goals. Experienced in defining design strategy, evolving design systems (tokens, components, documentation), driving cross-functional alignment, and mentoring designers. Skilled in interaction design, visual design, rapid prototyping, user research, accessibility (WCAG 2.2), and data-informed decision-making. Uses AI-assisted tools (GitHub Copilot, ChatGPT) to accelerate exploration and prototyping. Background spans enterprise data platforms, multi-market consumer streaming (millions of users), gaming, and industrial IoT.

Work Experience

Associate VP – UX/UI Designer

Deutsche Börse, Prague
6/2024–12/2025
Enterprise data marketplace platform for financial data consumers and providers. Complex internal tools in a regulated financial domain. Designed within WCAG accessibility standards.

- Shaped product strategy through design—translated complex multi-stakeholder requirements into elegant, usable solutions. Redesigned a 10-state admin workflow into a 5-state system using service blueprints and task flow analysis, cutting task completion time by approximately 80%.
- Drove design system evolution: contributed design tokens (primitives, semantics, component tokens), Figma variables, reusable components, and documentation. Conducted design audits to ensure cohesion, accessibility, and consistency across the platform.
- Conducted a remote contextual inquiry with the operations team to understand real workflows, which directly informed the admin workflow redesign. Presented UX findings and recommendations to stakeholders across product, engineering, and business.
- Collaborated and influenced cross-functional teams—worked directly with the Product Owner to translate EPICs into UX-ready deliverables with clear acceptance criteria. Structured UX feedback during development reviews.
- Championed design quality across the product lifecycle—from initial concepts through prototyping, implementation support, and post-launch iteration.

Product Designer

Showmax s.r.o, Prague
11/2021–04/2024

Subscription streaming platform serving millions of users across sub-Saharan Africa on web, mobile (iOS, Android), and smart TV. Designed within WCAG accessibility standards.

- Owned end-to-end design for payment and acquisition flows—from research and concept through final implementation across responsive web and mobile. Payment redesign improved revenue per user by 25% (validated via A/B testing). Acquisition redesign lifted conversion by 5%.
- Aligned design decisions with business KPIs (RPU, conversion, retention)—used Hotjar for heatmaps and session recordings, ran continuous user testing and A/B tests, and worked with CRO specialists for data-informed UX enhancements.
- Mentored junior designers on craft, design system usage, accessibility, and scalable design practices. Led critique sessions to elevate team output quality.
- Contributed to the shared design system—drove visual consistency and reusable patterns across multi-platform product surfaces (web, mobile, smart TV).
- Strengthened collaboration between Design, Product, and Engineering—advocated for user-centric thinking in product planning and roadmap discussions.

UX/UI Designer
Wargaming s.r.o, Prague
06/2019–10/2021
Global video game company. Designed for World of Tanks web portal serving a worldwide audience. Designed colorblind accessibility modes.

- Led the design side of a Flash-to-HTML/CSS/React migration for assigned features—redefined interaction patterns and visual components for a modern front-end stack, collaborating closely with developers on feasibility and implementation.
- Introduced component patterns (ghost button style) that became platform-wide standards. Championed design system adoption and consistency across products.
- Designed the Daily Missions feature through iterative wireframing, prototyping, and usability testing—achieving high user satisfaction validated through player surveys.
- Co-initiated cross-studio design critique and feedback sessions—drove alignment on design quality and shared patterns across distributed teams globally.

UX/UI Designer
Foxconn4tech, Prague
03/2017–05/2019
Subsidiary of Foxconn, focusing on IIoT devices. Defined design direction from zero in a highly ambiguous product environment.

- Defined the visual product identity and UX strategy for a new IIoT platform—no existing UX practices, brand guidelines, or design system when started. Led discovery workshops, created personas, and built foundational design frameworks.
- Designed complex data visualisation dashboards with focus on clarity, hierarchy, and information architecture. Assembly line performance improved by 3%.
- Conducted usability testing with actual factory floor workers—translated backstage manufacturing processes into intuitive frontstage dashboard interfaces.
- Helped teams find clarity in ambiguity—translated vague business requirements into coherent visual and interaction frameworks that engineering could build on.

UX/UI Designer
Freelancing
11/2011–02/2017
Projects under strict NDAs across iOS, Android, and web for international clients.

- Delivered end-to-end product design across healthcare, e-commerce, and productivity domains—independently shaped product direction, interaction patterns, and responsive design for each engagement.

Skills

Design Strategy & Leadership
Product Strategy through Design, Design Direction, Design Vision, Cross-functional Alignment, Stakeholder Presentation, Mentoring, Design Critique, Quality Standards, Design Culture

Design Craft
Interaction Design, Visual Design, Information Architecture, Systems Thinking, Responsive Design, Rapid Prototyping, Wireframing, Design Systems (Tokens, Components, Documentation), Accessibility (WCAG 2.2), Data-Informed Design

Research & Insights
User Research (Qualitative & Quantitative), Usability Testing, A/B Testing, Journey Mapping, Personas, Service Blueprints, Stakeholder Mapping, Analytics (Hotjar, Matomo)

Tools & Technical
Figma (Advanced), Sketch, Proto.io, Miro, FigJam, HTML/CSS, React (Constraints & Handoff), AI-Assisted Tools (GitHub Copilot, ChatGPT), Agile/Scrum, Jira, Confluence

Languages

English
Full professional proficiency

Hungarian
Primary fluency / bilingual proficiency

Serbian
Primary fluency / bilingual proficiency

Czech
Limited working proficiency

Education

MSc Management of Technical Systems in Medicine

Mihajlo Pupin (Technical College)