

Horia Simon

Product Designer

Forward-thinking designer (18+ yrs) crafting intuitive, user-centered solutions via iterative design, robust systems & scalable architecture. Bridges design & dev with coding skills. Proven in AI, emerging tech & enterprise UX. Drives innovation through research-backed, data-driven, accessible design focused on business value & collaboration. Strong ownership & product taste deliver impactful, human-centered results validated by user feedback.

Experience

Lorna AI / Founding Designer

December 2024 - Present

- Defined brand/vision; designed & coded landing page (6% conv.) and app UX/UI (Nextjs/TS/Tailwind, design system) achieving 18% activation (PostHog).
- Designed & coded frontend MVP for agentic AI 'digital twins' framework, visualizing dynamic entities and informing future development.
- Led user research/testing; synthesized qualitative/quantitative insights (PostHog/GA) improving onboarding completion by 25% and guiding V1 roadmap.
- Managed 'founders circle' (50+ adopters); used feedback loops for iteration, feature optimization, and growth to \$20k+ ARR in 4 months.

Matrix42 / Senior Product Designer

January 2023 - November 2024

- Led end-to-end design (research, prototypes, eng. collaboration) for the MS Teams Approvals app, reducing avg. approval times by ~30% and receiving highly positive user feedback and adoption post-launch.
- Initiated & drove foundational UX for the AI/cloud-first platform; managed design lifecycle (discovery to validation) for core AI features, shaping product vision.
- Enhanced UX maturity by advocating design thinking; facilitated workshops and contributed UI components, improving cross-functional collaboration and user alignment.
- Supported design team growth via hiring participation and contributing to scalable design system foundations, improving product consistency.

Horia Simon

horia.simon@gmail.com

<https://horias.design>

[linkedin.com/in/horiasimon](https://www.linkedin.com/in/horiasimon)

+4 0744 40 40 10

Expertise

Design Execution

- Information Architecture
- Interaction Design (IxD)
- User Flows & Journey Mapping
- Wireframing
- Prototyping (Lo-Fi to Hi-Fi Interactive)
- Visual UI Design
- Responsive & Cross-Platform Design

Strategic Product Design

- Product Strategy & Vision
- UX Leadership & Mentorship
- Enterprise UX Solutions
- AI & Emerging Technologies Design
- Data-Driven Design
- Design Systems & Scalability
- Accessibility (WCAG)

Ivanti / Senior Product Designer

September 2022 - December 2022

Collaborated on platform information architecture, navigation clarity for diverse features, and accessibility (WCAG) enhancements; participated in user interviews for Neurons intelligence, synthesizing feedback to inform design.

Deutsche Bank / Senior User Experience Designer

April 2017 - August 2022

Led UX design for complex anti-financial crime/risk apps, enhancing bank employees productivity. Drove Agile UX (discovery, specs, prototypes), ensuring alignment of user/business/tech needs & design system consistency via dev collaboration.

Teamnet / Senior UI/UX Designer, Frontend Engineer

July 2015 - March 2017

Led end-to-end design and frontend coding for multiple client apps (ASP.NET, Angular, Bootstrap). Developed modular UI framework (SASS, Grunt) improving consistency/speed. Led workshops improving frontend quality & practices for BAs and engineers.

PayU / Senior UI Designer

August 2012 - June 2015

Redesigned & coded the unified, responsive credit card checkout page for PayU Eastern Europe; optimized conversion rates via VWO A/B testing. Solution remains in use today, including by key client eMag.

UIFort.com / Founder, Product Design Consultant

2009 - Present

Provided UI/UX design, frontend, & consulting to diverse clients. Key projects: food safety platform, global print management system. Launched uifort.com (React MUI UI kits), #3 on Product Hunt.

Early Roles in UI/UX, Frontend & Product Ventures

2007 - 2012

Developed foundational UI/UX design, frontend (HTML/CSS/JS), & entrepreneurial skills. Designed/coded for drSoft.com, Intact Media Group, AgileUI & founded theme/template ventures (WPSumo, Admintasia).

Research & Validation

- User Research (Qualitative & Quantitative)
- Market & Competitive Analysis
- Usability Testing & Evaluation
- Conversion Rate Optimization

Collaboration & Process

- Agile/Scrum & Lean UX Methodologies
- Design Critiques & Knowledge Sharing
- Discovery Workshops & Design Sprints
- Cross-Functional Team Collaboration
- Stakeholder Management & Communication

Tools

- Figma, Sketch, Framer, Photoshop, Illustrator
- Hotjar, Google Analytics, VWO, Maze, Fullstory, PostHog, Optimal Workshop
- FigJam, Mirro, Jira, Azure DevOps

Tech Skills

- HTML, CSS, Tailwind, Bootstrap
- React, Nextjs, Typescript, Angular

Languages

- English (Fluent)
- Romanian (Native)