

Mihai Petică.

PRODUCT DESIGN LEAD · BUCHAREST / REMOTE

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For the last 20 years I've been designing experiences and products across iOS, Android, web and desktop, from large teams with complex workflows to small startup teams where one person wears five hats. In all this time my approach hasn't changed much: start by understanding the whole system, find the user needs, including the ones they can't articulate yet, and always know what it takes to build before handing anything over. What has changed is how I deliver: I build and work with agentic workflows daily, using Claude Code to ship design system components and production-ready code myself. Watching a product come together and genuinely serve its users is still the part I enjoy most.

EXPERIENCE

Aeris · UX & Product Design Lead

JUN 2025 – PRESENT

Leading UX for a suite of enterprise IoT management platforms used by global customers to manage connected device fleets, subscriptions, and services.

- Completed and shipped the Aeris Design System, coordinating an AI-driven development contractor and an internal frontend engineer through component delivery and UX QA.
- Built an internal AI design workflow where Claude Code ships design system components, patterns, and production-ready code directly into the engineering pipeline, with enforced quality gates and designer-owned delivery from spec to merged PR.

Tappa · Product Design Lead

JUL 2021 – JUL 2025

Design lead for a consumer keyboard product with 500M+ monthly interactions, for premium clients like Real Madrid, NBA and NFL, responsible for team, process, and UX quality end to end.

- Built the product and research process from scratch: a three-track framework covering user-requested features, leadership initiatives, and UX-driven fixes, adopted across the full product team.
- Advocated for and secured a dedicated UX Researcher hire; created the team's research strategy.
- One of the first products globally to ship an AI agent integration (January 2023), ahead of the majority of the market by over six months.

Cognizant Softvision · User Experience Designer

JAN 2021 – JUL 2021

Part of a 20+ person UX practice at one of the largest technology outsourcing companies in the world.

- Contributed to Game of Pods, an internal gamification and employee engagement platform for 10,000+ employees, delivering a full UX audit of the iOS and Android experience.
- Contributed to the company's enterprise design system.

QUALITANCE · User Experience Designer

OCT 2018 – JAN 2021

UX Designer at a product consultancy, working across three projects in distinct industries — energy, esports, and finance.

- Led UX research and design for OMV's digital product initiative, owned the research strategy, project timeline, and full artifact suite from discovery through delivery.
- Validated a new product concept for Deloitte Romania, research concluded the idea was not market-ready, preventing investment in a product with no viable fit.
- Contributed UX design and research to a digital platform for the esports industry.

Deutsche Bank · User Experience Designer

OCT 2015 – OCT 2018

Embedded UX Architect within the Solution Architecture team, designing internal tools for the treasury department, the first and only UX designer in that part of the organisation.

- Built UX practice from zero in a 200-person technical department: introduced user-centred methods, established UX as a formal step in the SDLC, and grew from a single embedded designer to active involvement across three simultaneous scrum teams.
- Delivered UX education and coaching to developers, architects, and testers across the department, shifting how technical teams approached product decisions.
- Beyond core responsibilities, contributed to several initiatives across the organisation:
 - Won a local hackathon with an HR workflow solution, and placed runner-up in two global hackathons (competing across all DB technology hubs worldwide).
 - Taught the UX track of a Deutsche Bank-sponsored master's programme at POLITEHNICA Bucharest for three consecutive years.
 - Mentored a developer transitioning into UX for six months.

Kalon Global Group, Inc. · User Experience Designer

MAY 2015 – OCT 2015

UX Designer on a large team building digital products for McDonald's USA.

- Designed the Party Planner module for a franchise CMS, enabling parents to organise kids' birthday events at McDonald's locations.
- Designed a digital job application concept for McDonald's HR, replacing physical CV drop boxes with an online flow that included role screening and a short video response to a customer scenario.

1&1 Internet Development · User Experience Designer

OCT 2013 – MAY 2015

First UX role, entry into enterprise-scale product design and agile ways of working.

- Worked on internal tools for system administrators and customer care teams at one of Germany's largest telecommunications providers.
- First exposure to Scrum methodology in a professional product environment.

Mediafax Grup · User Interface Designer

APR 2009 – OCT 2013

UI and digital design work across Romania's largest publisher, working across a portfolio of high-traffic editorial websites.

- Designed multiple news and lifestyle websites that ranked among the most visited in Romania in their respective categories, including prosport.ro (sports), ziarulfinanciar.ro (finance), one.ro (beauty), csid.ro (health) and more.
- Won an Internetics award for Best Use of Games in Advertising for Opel's digital launch campaign for the Astra GTC.

Lightpixel · Web Designer

FEB 2009 – AUG 2009

