

Resume

AI Product Manager with UX and technical background

Basic information

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Professional summary

AI-native product manager, designer, and builder with 14+ years across UX, product strategy, and frontend development. I specialize in turning complex, early-stage ideas into usable digital products, with deep experience in AI tools, automation workflows, onboarding systems, SaaS dashboards, and activation flows. I combine product management, hands-on UX/UI design, frontend implementation, and AI-assisted development to take products from concept to MVP. My recent work focuses on AI memory, context-aware experiences, privacy, user control, and practical adoption in real-world workflows.

Skills and Expertise

- AI Product Design & Automation:** AI-native UX, memory/context systems, permissions, onboarding, automation workflows, human-in-the-loop flows, privacy, user control, and practical AI adoption.
- Product Strategy & Execution:** Product discovery, roadmap shaping, prioritization, MVP definition, feature scoping, go-to-market thinking, and launch execution across SaaS, B2B, B2C, and AI products.
- UX Strategy, Research & Interaction Design:** User interviews, rapid prototyping, usability testing, information architecture, onboarding journeys, dashboards, complex flows, and translating abstract ideas into clear product experiences.
- Design Systems & Visual Design:** Figma, high-fidelity UI, prototyping, responsive design, component libraries, documentation, accessibility, and cross-functional design collaboration.
- Frontend Development & AI-Assisted Engineering:** React, Next.js, Tailwind CSS, HTML, CSS, API-based implementation, responsive interfaces, and AI-assisted development with Claude and OpenAI Codex across web, macOS, and Windows products.
- Startup Leadership & Cross-functional Collaboration:** Fast-moving startup execution across product, design, frontend, operations, founder collaboration, engineering handoff, QA, mentoring, and team alignment.
- Creative Direction & Product Storytelling:** Product positioning, onboarding copy, brand direction, go-to-market angles, user psychology, community-led product thinking, and translating product value into clear narratives.

Work experience

Oct 2025 – Jul 2026

Product Manager, AI Product Designer & Product Engineer

Peppermint

- Owned UX/UI design and frontend implementation for Peppermint from early product development through the current product, working across the macOS app, Windows app, web dashboard, and backend-facing product flows.
- Helped build Peppermint, an AI-native desktop assistant for macOS and Windows designed to create a private, persistent memory of a user's work and turn it into a queryable, actionable digital and company twin.
- Shipped end-to-end product features across Swift/SwiftUI, Next.js, FastAPI/Python, and cross-platform desktop experiences, contributing 165 commits over 3 months across macOS, backend, web dashboard, Windows, tests, specs, and product documentation.
- Led major onboarding and activation work, including permissions redesign, cloud vs local hosting, BYOK setup, completion flows, first-test experience, and value-first activation patterns.
- Designed and implemented core AI product experiences around work memory, privacy controls, content classification, sensitivity filtering, proactive notifications, contextual chat, Slack/WhatsApp auto-replies, and MCP integrations with tools such as Claude, Cursor, and coding agents.
- Owned key UX/product decisions for Recipes, Team Assistant flows, scheduled tasks, dashboard views, memory/profile experiences, Slack onboarding, and AI behavior guardrails.
- Collaborated closely with the founder and engineering team to translate product direction and technical requirements into shipped, tested, cross-platform features.
- Supported QA, product testing, Linear tracking, PR workflows, product specs, and fast iteration across a complex early-stage AI product.

Oct 2025

Founder / One-Person Ecommerce Business

Pawty Box

Built and run Pawty Box, a pet gifting ecommerce brand, as a one-person business. Responsible for the full product and business lifecycle, including brand identity, product curation, packaging, Shopify setup, marketing strategy, paid ads, social content, customer communication, operations, stock management, fulfillment, and supplier coordination. The project demonstrates hands-on ownership across product, brand, growth, and day-to-day business execution.

June 2025

Senior Product Manager

HeartStamp

- Oversee cross-functional “pods” (Creative Direction, AI, Library, Community) to align design, tech, and business goals.
- Drive AI innovation: integrate personalization engines, LoRA style packs, and trend-based creative workflows.
- Manage hiring processes for UX/UI and creative roles, shaping a multidisciplinary team.
- Provide senior-level advisory across product design, AI innovation, and creative direction.
- Build and nurture company culture, with a strong focus on collaboration and creative excellence.

Dec 2024

Co-Founder

TechTavernLabs

A joint venture focused on web design and development, providing businesses with user-centered solutions. As a co-founder, I lead product strategy, design, and frontend development, ensuring seamless integration of creative and technical elements to deliver high-quality web experiences for our clients.

Apr 2024 – Dec 2024

**Senior Product Designer & Frontend Developer – Project Based
Outside**

At Outside, I worked on designing and implementing solutions to optimize the user experience for their coliving platform. My focus was on enhancing the booking process and improving engagement for remote workers, helping increase conversion rates and membership growth. I collaborated closely with the development team to ensure the seamless implementation of the designs, using React/Next JS and Figma.

Apr 2023 – Apr 2024

**Product Designer & Frontend Developer
Creative Glue Lab – Berlin**

Designed end-to-end user experiences for various AI products, working alongside developers to enhance the usability and functionality of the products. I was responsible for translating complex concepts into intuitive, functional interfaces, utilizing design tools such as Figma, and implementing the frontend with React and Next JS

Jul 2022 – Sept 2023

**Senior Product Designer
Lilokwi – US**

Led the design efforts from idea validation to successful launch, managing the design team and overseeing product design and development. I worked closely with cross-functional teams to implement solutions based on user feedback, using tools such as Figma, React, and Tailwind to ensure the product was intuitive and user-friendly. These efforts significantly improved user engagement and retention by 50%.

Jun 2021 – Jun 2022

**Product Designer
Sparkle – UK**

Led the design for the Sparkle platform, focusing on the online Burn platform, an official partner for the 2021 Burning Man festival. My role involved workshops and design explorations to migrate the platform from Web2 to Web3. I also redesigned the Admin area to improve usability and functionality. Additionally, I worked on designing a proposed NFT market that was never implemented.

Jan 2021 – May 2021

Senior UX Designer (Project based)

FreeBusy – San Francisco

Managed both design and development teams, providing customer support and conducting sales and onboarding calls across Europe. I was responsible for optimizing the user experience and ensuring smooth communication between customers and the development team.

Jun 2018 – Jan 2021

UX & UI Designer

magicplan – Munich, Germany

Collaborated with Apple's design team to integrate Human Interface Guidelines after the app was accepted into the Apple Enterprise Program. My work contributed to the app reaching over 20 million downloads, focusing on the user interface and overall user experience.

October 2017 – Jun 2018

Front-end Developer

nymea – Vienna, Austria

At Nymea, I worked on highly specialized IoT solutions and smart home platforms, focusing on creating scalable, user-friendly interfaces for cloud-connected devices.

May 2012 – Oct 2017

Front-end Developer

New Haircut LLC – NJ, US – Timisoara, Romania

Worked as a frontend developer in a web design agency, **developing websites, web apps, and hybrid mobile apps** using Angular, Ionic, and React. I **collaborated closely with clients** to ensure their needs were met, delivering high-quality, user-centric solutions.

Personal Projects

AI Product Development – Travis (Self-Initiated) (WIP)

Led product strategy and implementation for a persistent AI agent named Travis, designed with semantic memory, self-reflection, and long-term identity. Built and launched the system using OpenAI, Supabase, Prisma, and Next.js, incorporating UX research, prompt engineering, and containerized deployment via Docker.

Replace Person with Butterflies – AI Art Tool (WIP)

Created an AI-powered tool that replaces a selected person in a photo with a swarm of butterflies. Built an MVP using image segmentation and generative art techniques to produce poetic, surreal visuals. Developed in React, the project explores creative image transformation through intuitive interaction and minimal UI.

Other notable work

- Design Sprints for: SAP, Content Square (+ Hotjar acquired by Content Square)
- Successfully steered the design journey from idea inception to the app's successful launch ([Lilokwi](#))
- Co-designed the Online Burning Man experience
- Internship Mentoring