



Paul Moga

UX Design Lead | 14+ Years | Expert in B2B SaaS, Fintech & E-Commerce

See me on LinkedIn: <https://www.linkedin.com/in/paul-moga-1430ab79/>

See some of my work: paulmoga.dunked.com

Github account - see my repos: <https://github.com/pollii84>

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Profile

Product & UX Designer with 14+ years experience across SaaS, fintech, and e-commerce. Skilled at transforming complex systems into intuitive products, scaling design systems, and leading cross-functional teams. Proven track record of driving measurable business impact through data-driven design, user research, and product strategy.

Experience

USER EXPERIENCE DESIGN LEAD, ENLIVENHEALTH | 2024 – PRESENT DAY

- Leading UX strategy and execution for healthcare SaaS products, balancing patient needs with provider workflows.
- Building scalable design systems and leading a team of 4 UX designers, raising design consistency across platforms.
- Driving alignment with product and engineering, ensuring faster delivery of validated user experiences.
- Working with AI tools for faster iterations and research
- Successfully integrated AI tools and workflows in the design and handover processes.
- Implementing AAI tools and processes in our way of working inside UX dept.
- Guiding and mentoring less experienced team members.

SENIOR PRODUCT & USER EXPERIENCE DESIGNER, SYNETO | 2021 – 2024

Led UX for Syneto's data recovery platform used by 1,200+ enterprise clients, reducing recovery time by ~30% through bulk operations, managed services and greatly improved user flows on a new versions of Syneto's management OS.

- Built and scaled design system and processes, improving design-to-dev handoff speed by ~40%.
- Facilitated discovery workshops that shaped 6+ new product features, handled from idea, through the product lifecycle, up to implementation and testing.
- Created personas, journey maps, wireframes, and prototypes that directly informed roadmap prioritization.
- Performed usability testing, reports and bringing quantifiable data to motivate improvements, as well as to show ROI of UX.

SENIOR USER EXPERIENCE DESIGNER, ACCESA | 2019 – 2021

- Redesigned B2B fintech products and workflows, increasing daily active usage by 25-30% after usability testing.
- Lead a team of 4 UX designers through all the client's products, , driving consistent quality across multiple products.
- Conducted UX audits that uncovered and resolved 40+ friction points in client products.
- Applied Design Thinking end-to-end, leading a team of 4 designers across multiple B2C and B2B engagements.
- Mapped customer journeys across 5 product ecosystems, ensuring seamless cross-channel experience.

PRODUCT & USER EXPERIENCE DESIGNER, JULES BY HOMEIQ | 2017 – 2019

- Played a key role in defining product strategy and UX direction in a startup environment.
- Worked across product planning, UX design, and business discussions, ensuring alignment between user needs and market demands.
- Created interactive prototypes, wireframes, and design documentation to support product development.

- Led usability research and testing, helping refine product features and improve user engagement.

SENIOR USER EXPERIENCE DESIGNER, COGNIZANT SOFTVISION | 2016 – 2017

- Designed B2B web and mobile applications, implementing UX best practices to improve user satisfaction
- Established a structured UX process, including heuristic evaluations, competitive analysis, and user testing.
- Created user personas, journey maps, and wireframes, ensuring products met both business and customer expectations.
- Worked closely with developers and stakeholders to streamline the design-to-development process.

SENIOR USER EXPERIENCE DESIGNER, IQEST NAGARRO | 2014 – 2016

- Designed e-commerce and enterprise applications, focusing on usability and conversion optimization.
- Worked extensively with the Hybris platform, designing B2B and B2C digital commerce solutions.
- Conducted user research, competitive analysis, and UX audits to inform design decisions.
- Created user flows, wireframes, and interactive prototypes, ensuring seamless experiences across web and mobile platforms.
- Facilitated client workshops and stakeholder presentations, aligning UX strategies with business objectives.

Education

University of Arts and Design, Cluj-Napoca, Romania – Bachelor's in Graphics (2009)

Babes-Bolyai University, Cluj-Napoca, Romania – Bachelor's in Philosophy (2007)

Technologies & tools

- **Design & Prototyping:** Figma, Figma Make, Framer, Canva, Webflow, Principle, Spline
- **User research & testing:** Maze, UserZoom, Userlytics, Optimalworkshop, UserTesting...
- **Collaboration & Workshop:** Notion, Airtable.
- **AI powered tools:** Uizard, Claude Code, Antigravity, ChatGPT Codex, chatPRD.ai, v0.dev, Lovable.dev, Bolt.new, Cursor.com, Onlook.com, Replit.com, Perplexity.ai, stitch.withgoogle.com, uxpilot.ai, tile.dev,
- **Organization & Productivity:** monday.com, Jira, Confluence, Any.do, Trello, Slack.
- **Programming tools/languages: basic understanding level for:** HTML, CSS, JS, Angular-JS, React-JS, Bootstrap.

Key job qualifications

- 14+ years in UX & Product Design (SaaS, Fintech, Automotive, E-Commerce)
- Expertise in research-driven design, usability testing, and design systems
- Strong track record improving KPIs (adoption, retention, conversion)
- Experience leading design teams and cross-functional collaboration
- Lead teams of designers in 2 companies
- Fluent in English & Romanian

Notable clients I've worked for (directly or indirectly)

Kyivstar, Mobilink, Roche, Deutsche Bahn, Fresenius, G&D, Ratiodata, Homelq, Agrian, Syneto, Neverfail, and others.

Products and apps launched made with AI

Made with AI:

<https://aischool.design/> - learning platform for using AI tools

<https://dimensionvisiontrack.com/> and <https://app.dimensionvisiontrack.com/> -
construction and installation worksite management platform

<https://headlinerswip.lovable.app> - website and management system for stand-up
comedy events - design and FE only. Currently implemented at: [https://
beta.headliners.ro/](https://beta.headliners.ro/)