



Balint Bogdan

Product Designer

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Location
Arad, Romania

Socials

Linkedin
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Languages

English
Full professional proficiency

Spanish
Professional working proficiency

Romanian
Native or bilingual proficiency

LAST UPDATED: JANUARY 2025

Experience



Qapital · Financial Services New York
Senior Product Designer Dec 2024 - Present

I currently work at Qapital, helping shape the future of personal finance through thoughtful design.

Qapital is a fintech company that makes it easier for people to save money, invest and build healthy financial habits through their mobile-first banking app.



Repocket · Financial Services Porto
Senior Product Designer Aug 2024 - Nov 2024 · 4 mos

I helped Repocket to help users have a better experience with their apps and website:

- Built a new design language across web and mobile, so users felt at home.
- Fixed important parts to improve conversion rates and keep users coming back.
- Improved the website by making it more clear for new visitors to understand Repocket's value.

Working with Repocket showed me how important it is to look at design from all angles - from someone's first visit to the website to becoming a regular user. I found that when things work simply and make sense, people naturally want to come back.



ClimateSavers · Financial Services Amsterdam
Senior Product Designer Jan 2024 - Nov 2024 · 11 mos

I joined Climate Savers to guide their products development and shape new features:

- Helped define clear goals and priorities for both web and mobile platforms.
- Created intuitive ways for users to track and reduce their environmental impact.
- Built an MVP mobile app for consumers to help make climate-friendly choices in their daily lives.



Plytrix Analytics · SaaS Austin
Senior Product Designer / Developer Jun 2020 - Feb 2024 (3 years 9 months)

Being the only designer, I'm taking the lead for all upcoming products of Plytrix including website and platform to deliver the best experience.

- Building the web app data platform for customers.
- Leading production of internal design system.
- Designed and developed website and services deck from scratch.



Olyn · SaaS Barcelona
Product Owner/Designer Jul 2023 - Jan 2024 (7 months)

Leveraging my strong understanding of business and user needs to guide product development at Olyn.

My responsibilities included:

- Translating stakeholder needs into actionable user stories
- Appling design principles to guide product development
- Driving the product vision and strategy



Abra · Financial Services Mountain View
Senior Product Designer Aug 2021 - Nov 2022 (1 year 4 months)

As the first role at Abra, I was tasked to refine and organize existing design components from Sketch and came up with new solutions for missing pieces.

- Built a robust Design System enabling everyone to streamline work in Figma.
- Designed full experience of Market Order & Limit Order for trading users.
- Created new features for Institutional Businesses platform.
- Contributed on several products like Borrow, Earn, Fund and DeFi.



Inbound FinTech · Agency London
Digital Designer Nov 2020 - Jun 2021 (8 months)

Worked with a diverse, multi-faceted team of designers, strategists, engineers, and marketers to deliver the best services for fintech companies.

- Designed marketing websites and improved conversion rates.
- Created animations for products, presentations, social posts, and interfaces.
- Contributed with development for several websites.



Startupz.com · Agency The Hague
Digital Designer Jun 2020 - Oct 2020 (5 months)

As the company's sole designer, I managed all aspects of design for startups including web design, product design and marketing assets.

- I redesigned all marketing websites by improving their look and experience.
- Improved user experience on the web applications to make the product easier for new users.
- Created animations and illustrations to give users a better understanding of the product.
- Designed sales decks and guides for investors.

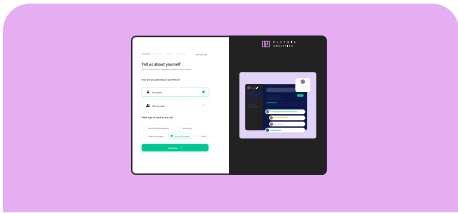
Case studies & projects



Steady

Steady is a personal finance app that helps users manage their finances and budget their spending.

[SEE PROJECT](#)



Plytrix Analytics

Plytrix Analytics is a data analytics company that provides businesses with insights and solutions based on their data.

[SEE PROJECT](#)

Growth Moments



Psychology eBook

Wrote an ebook about psychology behind design
Nov 2023



Growth.Design

Product Psychology Masterclass
Dec 2021



Hubspot

Growth-Driven Design Course
Nov 2020

Skills

User Experience

Product Strategy

User Interface

Data-Driven Design

Design Systems

Visual Design

User Research

Usability Testing

Accessibility