OANA ANECHITEI

Senior Product Designer

I am a Senior Product Designer with experience building and scaling digital products across diverse industries, including EdTech, Logistics & Telematics, FinTech, Sales Ops/SaaS and B2C platforms or mobile apps. With a focus on digital products, user research, design systems, design sprints or any kind of UX workshop I am constantly seeking new challenges and pushing the boundaries of design.

When I'm not solving product challenges, I'm likely tending to my collection of indoor tropical plants or exploring my passion for electronic music.

Contact

hello@blagaoana.com

Portfolio

blagaoana.com

Skillset

Product design

UX Research
Ideation
User Testing
UX Audit
Journey Mapping
Information Architecture
Prototyping (Sketching, Wireframes, HiFi Prototyping)
Design System Documentation

DesignOps

Optimization of the design process
Growing and evolving design teams
Creating efficient workflows
Improving the quality and impact of design outputs

Tools

Figma
Miro
Jira
Loveable
Claude
Hotjar
Piwick
Google Analytics
Sketch
Adobe Suite (PS, AI, XD)

Education

Bachelor's degree in Marketing

2009-2012

Languages

English (Professional)
Romanian (Native)

Work experience

Learnlight - Senior Product Designer

Nov 2023- Jan 2026

As a Senior Product Designer, I owned the end-to-end design strategy for the Learnlight ecosystem, defining and executing every major feature from initial concept to final launch. I transformed the design department's operations by shifting from a reactive ticketing system to a proactive, discovery-led process.

My work included building a design system from scratch, designing AI-powered conversation tools like, and simplifying the core learner homepage to drive engagement, by changing user behavior. By integrating design earlier in the product lifecycle, I ensured that every release balanced pedagogical goals with scalable B2B enterprise needs.

Teletrac Navman - Senior Product Designer

2022 - 2023

I owned the design and delivery of improvements across Tracking, Inspections, and Sustainability modules, turning complex fleet data into intuitive user experiences; led the UX research strateg and facilitated solution workshops and adapted Design Sprint methodologies to rapidly prototype and validate new concepts. I also curated and documented the global Design System to ensure visual consistency and technical scalability.

This was part of my collaboration with Bytex. Teletrac Navman is an AI-enabled telematics platform.

Bytex - Senior Product Designer and Team Lead

2021 - 2023

As a Senior Product Designer and Team Lead at Bytex, I managed a team of six designers while contributing to high-profile projects, including a full icon system redesign for cPanel and WHM. I was responsible for the team's professional growth, overseeing career development plans, performance evaluations, and mentorship to ensure high design standards across the board. In addition to team management, I facilitated workshops and provided project support to help the team navigate complex briefs.

The Informal School of IT - UX Trainer

2020 - 2024

I helped determined professionals transition into the industry. By teaching the fundamentals of user-centric design and sharing real-world insights from my experience with companies from different industries, I focused on not just teaching tools but mentoring the next generation of designers to think strategically, solve complex problems, and advocate for the user at every level of the business.

Acuris - Senior Product Designer

2019 - 2021

Built and improved digital products destined to the financial world: trusted data, news and analysis on the global credit markets. Working on Fixed Income Divisional Intelligence (mainly Debtwire, but also xTract Research and Creditflux).

UX Rocks - Co-founder, Product Designer, Design Sprint Facilitator

2018 - Present

UX.Rocks is a product design studio focused on product strategy and rapid innovation using the Design Sprint process. We help companies quickly uncover risks and align the teams' understanding of product and business strategies.

Optymyze - Senior Product Designer

2016 - 2019

At Optymyze, I collaborated with cross-functional teams to translate complex sales performance concepts into intuitive prototypes and UIs. I owned the end-to-end process, from facilitating design sprints and mapping user flows to conducting usability tests and interviews. By validating designs with both users and stakeholders, I ensured that every feature met business goals and was technically feasible. My role focused on bridging the gap between research and implementation to deliver seamless B2B experiences.

Other experiences: Namogo, Cynny

2014 - 2016

More on blagaoana.com.