

OANA ANECHITEI

Senior Product Designer

Portfolio

blagaoana.com

Location

Iasi, Romania

Contact

hello@blagaoana.com

Senior Product Designer with 13 years of experience architecting and scaling digital products across EdTech, Logistics & Telematics, FinTech, Sales Ops/SaaS and B2C platforms or mobile apps. Since entering the UX field in 2013, I have evolved alongside the industry—moving from foundational user research to leading discovery-led strategies, tokenized Design Systems, and AI-integrated experiences.

I specialize in transforming fragmented product visions into cohesive systems that balance technical feasibility with high-level business goals. Beyond solving complex product puzzles, I find my rhythm in electronic music and tending to my collection of tropical plants.

Core Skillset

Product Strategy & Discovery

- Research & Data: UX Research, User Testing, & Analytics Analysis (GA, Piwik, Hotjar)
- Facilitation: Design Sprints, "How Might We" Workshops, & Stakeholder Alignment
- Architecture: UX Audits, Journey Mapping, & Information Architecture

Systems & Execution

- Design Systems: Tokenized Architecture (Figma, Supernova) & Documentation
- Design: High-Fidelity Prototyping & WCAG AA Accessible UI Design
- Innovation: AI-integrated feature development & Conversational UX

Leadership & DesignOps

- Management: Team Leadership (6+ members), Mentorship, & Career Development
- Process: Discovery-led Workflows & Design Lifecycle Optimization

Technical Toolkit

- **Design:** Figma, Sketch, Adobe Creative Suite
- **Systems:** Supernova, Storybook (light), Miro, Jira
- **Analytics:** Google Analytics, Piwik, Hotjar, Maze
- **AI & LLMs:** Loveable, Claude, Perplexity, Gemini

Professional Experience

Learnlight - Senior Product Designer

Nov 2023 - Jan 2026 (Remote)

- Owned end-to-end design strategy for the global ecosystem, executing major features from concept to launch
- Shifted department operations from a reactive ticketing system to a proactive, discovery-led process
- Designed AI-powered conversation tools and simplified the core learner homepage to drive engagement
- Built a tokenized Design System from scratch to balance pedagogical goals with B2B enterprise needs

Bytex Technologies - Team Lead

May 2023 - Nov 2023 (Iasi, Romania)

- Managed a team of 6 designers, overseeing professional growth and performance evaluations
- Facilitated workshops and provided strategic support for complex product briefs

Teletrac Navman (via Bytex) - Senior Product Designer

Sep 2022 - Nov 2023 (Remote)

- Transformed complex AI-enabled fleet data into intuitive UX for Tracking and Sustainability modules
- Led UX research strategy and adapted Design Sprint methodologies to validate new concepts
- Curated and documented the global Design System for cross-platform scalability

Acuris - Senior Product Designer

Aug 2019 - Aug 2021 (Iasi, Romania and London, UK)

- Architected data-driven FinTech products (Debtwire, Creditflux) for global credit markets
- Triangulated quantitative data (Piwik, Hotjar) with discovery interviews to identify opportunities
- Facilitated card sorting and mini design sprints to align stakeholders and improve product roadmaps

Optymyze - Senior Product Designer

Jul 2016 - May 2019 (Iasi, Romania)

- Structured complex information and user flows for Sales Ops/SaaS platforms
- Validated experiences through intensive usability testing, interviews, and surveys

Early Career Roles

Sep 2013 - Jul 2016

- UX Designer at Namogo, Chrocodeil, Cynny, and Next Logic

Mentorship & Teaching

The Informal School of IT

Feb 2020 - Feb 2024 (Romania - multiple cities - remote teaching)

- **Education:** Helped determined professionals transition into the industry by teaching the fundamentals of user-centric design.
- **Mentorship:** Shared real-world insights from 13 years of industry experience to guide students in strategic thinking and complex problem-solving.
- **User Advocacy:** Taught students to advocate for the user at every level of the business beyond just mastering design tools.

Entrepreneurial Experience

UX Rocks | Co-founder & Product Designer

Feb 2018 - Present (Iasi, Romania)

- **Product Strategy:** Founded a strategic design studio focused on rapid innovation and Design Sprint facilitation
- **Mobile Design:** Designed the first version of the mobile application for Digitail, focusing on user-centric workflows for pet owners and vets
- **Rapid Innovation:** Facilitated multiple Design Sprints for new companies to uncover risks and align business strategies
- **Community Leadership:** Contributed to the Iasi design ecosystem by organizing UX Meetups, fostering knowledge sharing and professional networking

Education

Alexandru Ioan Cuza University - Faculty of Economics and Business Administration

Oct 2009 - Jul 2012

Bachelor's degree in Marketing

Instituto Português de Administração e Marketing - Lisboa

Oct 2011 - Jan 2012

Erasmus Programme - 1 semester

Languages

- English (Advanced)
- Romanian (Native)