SENIOR PRODUCT DESIGNER

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Cristian Moisei

I’m a Product Designer with over a decade of experience in leading end-to-end design for SaaS products, from exploration and research to release and iteration. My work promotes a product-led culture where cross-functional teams can thrive. With expertise in AI tools, design systems, UI/UX, user research, A/B testing and Figma. I create impactful, intuitive products that drive business results.

I can also code in Swift and built several of my own apps. 2 of them were featured by Apple and later acquired. Check out my latest case studies on my website:

www.hey-cristian.com

Experience

Lead Product Designer @ Infra One

Feb 2026 - Present (Remote)

InfraOne is an early-stage fintech startup that gives emerging fund managers all the tools they need to run their funds. They acquired several iOS apps I built and I later joined as Lead Product Designer, where I built and evolved a scalable design system across 21 products, working closely with engineers on implementation.

Senior Product Designer @ Converge

Apr 2023 - Feb 2026 (Remote)

Converge (Series B) is an IOT startup creating sensors for the construction industry and the software to go with them. Since joining, I have worked in the Core team, which looks after our main and most profitable products. My work includes:

— Conducting user research and gaining a better understanding of the various personas using Converge products
— Collaborating closely with leadership to shape the product vision and with engineers to implement it.
— Designing mobile and web interfaces, wireframes, IA, mockups, and prototypes in Figma

Senior Product Designer @ Uptime.app

Jan 2021 - Mar 2023 (Remote)

Uptime ($16M raised) is a microlearning mobile app (B2C) designed to help users learn faster via 5-minute summaries of books, courses, documentaries, and podcasts. is a seed startup. My work included:

— Conducting user research
— Running A/B tests and monitoring results
— Collaborating with other designers to build and maintain a Design System
— Designing engaging UI/UX and gamification experiences, and validating prototypes through user feedback

Contract Product Designer @ Shpock

Jan 2020 - May 2020 (London)

Shpock is an online marketplace where I conducted extensive user research and experiments that led to a 30.4% increase in deliverable listings, which was my team's OKR for the quarter.

Contract Product Designer @ Buyapowa

Jul 2019 - Dec 2019 (London)

My time at buyapowa was split between redesigning existing products, identifying and prioritising new features / opportunities and helping lay the foundations for a design first culture.

— Running Design Sprints (Google Ventures format)
— Creating and maintaining a scalable design system
— Discussing ideas and getting buy-in from senior stakeholders
— Helping the rest of the business understand the product design process and see the benefits of research

UX Manager @ Bionic

Sept 2018 - Jun 2019 (London)

As a result of the experience I designed and refined, conversion went from 1% to 9% and our approach was well received by customers. My work included:

— Running Design Sprints (Google Ventures format)
— Facilitating research, exploring ideas and helping drive the product vision
— Empowering my team and other designers to do their best work
— Delivering high quality, intuitive and accessible interfaces
— Collaborating with engineers and overseeing delivery

UI/UX Designer @ Glofox

Mar 2017 - Sept 2018 (Dublin)

My work helped Glofox reduce support tickets, improve NPS, and better understand user behavior through Amplitude. Contributed to a design-led culture through user research, design systems, and product design.

Freelance Designer @ Hyperion Studio

Nov 2012 - Mar 2017 (Remote)

Hyperion was a small design studio that I started with a front-end developer. We worked with small companies taking them from the early ideation stages all the way to fully developed interfaces.