

Attila Hajdu

Portsmouth, UK • <https://hajduattila.com> • hajdu.attila@gmail.com • + 44 (75) 217-34539

SUMMARY

Seasoned UX/UI Designer with 15 years of experience in the UK's **SaaS and startup** sectors. Specialises in building, leading, and mentoring design teams, driving innovation, and implementing strategic, data-driven UX/UI initiatives. Achieved a **30% increase in user engagement on average** and successfully managed projects worth over £10 million. Proficient in user research, user interface design, prototyping, usability testing, and developing design systems.

SKILLS

Leadership & mentoring, design thinking, user-centred design, strategy, critical thinking, design processes, user experience design, user interface design, user research, user testing, Google Design Sprint, wireframing, user journeys, design systems, mobile apps, discovery workshops, Agile, SCRUM methodologies, Figma, Sketch, Adobe Suite, Miro, Jira, Confluence

PROFESSIONAL EXPERIENCE

Cybersmart Limited | London-remote | June 2022 - present

Head of Design

- **Cut design iteration time by 20% by refining workflows**
- Led design thinking initiatives company-wide
- Mentored designers, fostering creativity and accountability
- Directed data-driven design strategies using PostHog
- Significantly improved user journeys through research and workshops
- Produced UI designs and prototypes, established a design system

Dootrix Ltd | Wickham & Manchester | Aug 2020 - June 2022

Head of Design

- **Drove significant improvements for confused.com mobile app, overachieving the app download KPIs by 7%, 61% in total)**
- **Bolstered user engagement by 18% across all services (over 50% improvement with CareFriends)**
- Forged successful partnerships with brands such as confused.com, Heathrow Airport, Biffa, Aareon, enhancing their digital experiences
- Nurtured a top-tier design team to innovate
- Employed usertesting.com and HotJar for user insights

Innovation Group | Fareham, & Europe | Oct 2018 - June 2020

Principal UX / UI Designer

- Spearheaded design thinking, **reducing design components by 70%**
- **Lifted customer task success rate by 29%**
- **Raised the user happiness index by 20%**
- Streamlined collaboration with a robust design system
- Mentored and led designers, standardised user research processes
- Crafted UI designs & prototypes from ongoing workshop outputs

Loan.co.uk | Bournemouth | Apr 2018 - Oct 2018

UX / UI consultant (6 months contract)

- Overhauled the CRM system for better user experience
- **Simplified very complex fintech user journeys, reduced user journey steps by 30%**
- Reconstructed design processes for scalability
- Assembled and managed an external designer team
- Constructed prototypes and UI designs of various fidelities

Hectare Agritech Limited | Rowland's Castle | Feb 2017 - March 2018

User Experience Lead (12 months contract)

- Upgraded flagship website UX, **improving NPS score from 36 to 62 in a year**
- Streamlined product development and design processes
- Led a high-performing design team for web and mobile platforms
- Executed comprehensive user research and testing

Just Develop It Limited | Fareham | Oct 2015 - Feb 2017

UX / UI Developer

- Led A/B testing initiatives that **enhanced design conversion rates by 15%**, directly impacting bottom-line results
- Designed and developed websites and software user interfaces
- Directed and mentored a small design team
- Conducted in-depth competitor analysis, informing strategic design decisions
- Orchestrated user research and testing sessions

Global Plantations Limited | Southwick | Feb 2014 - Oct 2015

Design Lead

- **Improved conversion rates by 12%** with better user journeys
- Led design and development for user-centric websites
- Conducted workshops and established a continuous feedback loop with investors

Skyline Advertising Limited | Winchester | Feb 2011 - Feb 2014

Lead Web Designer

- **Led the design and development for NASA's hydrogen portal**, in partnership with Cella Energy
- Oversaw online presence, designed & built responsive SaaS platforms and websites

Cisco IT Creative Solutions | Southampton | Jan 2010 - Jan 2011

Creative Developer

- Orchestrated comprehensive information technology guidelines and security report
- Created artwork for web production
- Managed client relationships and business analysts

Additional experience prior to 2010 available upon request.

EDUCATION

University of Pannonia

Master of Education in Computer Science (MSC)

University of Dunaujvaros

Computer Engineering (BSC)

Faculty: Multimedia Specialist

University of Dunaujvaros

Engineer teacher majoring in Engineering Computer Science (BSC)