

# Alexandru Cozma

Product Designer | SaaS, Design Systems & AI Prototyping

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[Portfolio](#) [LinkedIn](#)

📍 Amsterdam, The Netherlands • Open to EU & Canada roles

Product Designer with 5+ years of experience designing SaaS and consumer products from product discovery to delivery. Strong in user-centered design, design systems, UX research, rapid prototyping, and stakeholder management. Using AI-assisted product development tools to validate ideas, create prototypes, and reduce design-to-development friction.

## SKILLS

- Product Design
- User-Centered Design
- Rapid Prototyping
- Stakeholder Management
- Product Discovery
- Design Systems
- User Journey Mapping
- MVP Development
- Product Strategy
- AI-Assisted Product Development
- UX Research
- Data-Informed Design

## TOOLS

 Figma  Miro  Maze  Cursor  Lovable  v0  Notion  Jira

## EXPERIENCE

### Product Designer (UX/UI) - Ans

2023 - Present / Delft, The Netherlands

- Led product design for SaaS platform features from product discovery to delivery, working closely with product managers, engineers, and stakeholders.
- Drove migration from Material UI to a custom design system with 30+ reusable components, improving consistency and supporting faster feature development
- Defined reusable patterns, component documentation, and design guidelines to support user-centered design across product teams.
- Used AI-assisted product development tools such as Cursor, Lovable, and v0 to prototype solutions, validate ideas, and reduce design-to-development friction.
- Supported feature prioritization and data-informed design decisions through research insights, user feedback, and cross-functional collaboration.

### Product Designer (UX/UI) - 3SS (3 Screens Solutions)

2021 - 2023 / Remote

- Led end-to-end design initiatives for multiscreen TV and streaming platforms used by major telecommunications and media providers.
- Collaborated with product managers, engineers, requirements engineers, and stakeholders to transform complex requirements into scalable user experiences across Smart TV, Apple TV, mobile, and web platforms.
- Facilitated discovery activities, user-flow creation, prototyping, and validation to reduce uncertainty before development.
- Delivered UX solutions balancing user needs, business objectives, technical constraints, and TV-specific interaction patterns within large-scale B2B and B2C environments.
- Contributed to platform modernization, design-system migration, and UX consistency across multiple entertainment products.

### Product Designer (UX/UI) - Freelancing

2020 to 2021 / Amsterdam

- Designed web and SaaS products for international clients across multiple industries.
- Led design work from discovery and research through iteration, prototyping, and delivery.
- Collaborated with FairChain to improve and iterate on an existing SaaS platform.

## PROJECTS

### Product Design Side Project - Partido

2025 - Present

- Building a football platform that helps players discover and join local games.
- Leading product strategy, UX design, branding, user research, and MVP development.
- Using AI-assisted prototyping and development tools to test ideas and move faster from concept to working product.

## EDUCATION

### UX/UI Bootcamp - Memorisely

2021 / Remote

### Bachelor's Degree in International Sales and Marketing - IBA

2015-2019 / Kolding, Denmark

## CERTIFICATES

### AI Prototyping in Figma Make - Memorisely

Issued Feb 2026 - Credential ID MEM1102

### Certified SAFe 5 Practitioner

Issued Feb 2022