

Kitana Kovács

hello@kitana.design | Budapest, Hungary

Product Designer focused on complex products, emerging technology, and long-term product vision. Background in finance and cybersecurity, combining UX/UI, design research, service design, and product strategy. Experienced in taking products from early concepts and user insights through wireframes, high-fidelity design, and implementation, including AI-assisted design and development workflows.

EXPERIENCE

Atlas, Rise!

2024.04. - 2026.08.

Product Designer

Budapest, Remote

- Owned end-to-end design for a cybersecurity service serving 600+ enterprise customers, taking 5 major features from problem framing and discovery through interaction design, UI, prototyping, and production.
- Led 20+ user interviews and usability sessions, uncovering critical workflow gaps that directly informed product priorities, workflow redesigns, and subsequent feature development.
- Shaped product strategy by synthesising user research, business objectives, and technical constraints into 3 viable product directions, aligning 10+ stakeholders and informing prioritisation of the subsequent roadmap.
- Designed 12 reusable interaction patterns and 30+ components across interconnected workflows, improving consistency across the product and reducing duplicated design/development effort.
- Partnered with Product and Engineering across 6 shipped initiatives, creating reusable patterns and design-system components that reduced implementation inconsistencies and shortened design QA cycles.
- Built AI-assisted design-to-code workflows using Claude Code and the existing design system, reducing the time from initial concept to functional prototype.

K&H Bank

2021.04 - 2024.03

Project Manager

Budapest, Hybrid

- Mapped end-to-end financial product journeys and operational workflows, identifying key friction points and translating business, and operational needs into structured product requirements.
- Supported the iteration of digital financial tools used by 1000+ users, balancing user needs, business objectives, and operational constraints to improve the overall product experience.

EDUCATION

Moholy-Nagy University of Art and Design

2023. - 2025

Interaction Design MA

Budapest

Learning a spectrum of human-computer interaction. speculative and critical design, research-led methodologies. Projects explored the relationship between emerging technologies and user experience through experimentation, prototyping, and critical design practices.

- Awards: Stefan Lengyel Award of Excellence
- Grade: 4.8/5

SKILLS

- **Technical Skills:** Wireframing and Prototyping, Design Research, UI/UX Design, AI native design, Front-end fundamentals
- **Certification and Training:** something
- **Languages:** English (fluent), German (conversational)