

Otto Tasnadi

Forward-looking, generalist product designer — Lead
UI/UX & Creative Direction

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Satu Mare, Romania — working globally

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ottotasnadi.com

PROFILE

Award-winning designer with almost 20 years in digital product design — user-centric web and mobile products, and brands people remember. Fortune 500 companies, established businesses and startups.

EXPERIENCE

Thoughtworks

2022 — Present

Lead Designer

Leading design on enterprise engagements: product direction, discovery, design systems and the coaching of client design teams.

- Reduced discovery-to-delivery handover loss by making strategy artefacts part of the backlog
- Introduced design system practices adopted across multiple client product teams
- Coached designers into senior and lead positions

Codecrafters by BT

2021 — 2022

Product Designer

Product design for banking platform products, working close to engineering inside a regulated environment.

- Standardised patterns across previously inconsistent internal tools
- Cut design-to-implementation ambiguity through a shared component contract

Connatix

2018 — 2021

Creative Director · Senior Product Designer

Grew from senior product design into creative direction across a video technology platform and its brand.

- Unified a fragmented product surface under one design language
- Built the design function from individual contributors into a reviewing team

Halcyon Mobile

2015 — 2018

Senior UI/UX Designer

Mobile product design for international clients across consumer and enterprise applications.

- Shipped multiple client applications to global app stores
- Introduced prototype-led validation before development commitments

Marcielo

2013 — 2015

Product Designer

Product and interface design for web platforms and early-stage digital products.

- Established the first consistent UI conventions for the product portfolio

Calybrum Studio

2012 — Present

Founder

Independent studio for product design, branding and strategy engagements, and the home of my own products.

- Long-running client relationships across Europe and the US

klearyon.com

2026— present · In development

Building an AI-powered strategy workspace for founders and marketing teams. · Founder, Product Strategy, UX, Information Architecture, Branding, Design Systems, AI-assisted Development, Product Management

Klearyon is an AI-powered strategy workspace designed to help companies build stronger brands through structured strategic thinking.

0→1 Product built end to end | 4 Surfaces: workspace, advisor, academy, templates | 1 Design system powering all of them

symboolean.com

2025 — present · Live

Building a premium logo marketplace for the next generation of technology companies. · Founder, Brand Strategy, Visual Identity, Product Design, UX, AI-assisted Development

Symboolean is a curated marketplace of premium, ready-made logos designed for ambitious startups and growing technology companies.

100% Hand-designed, never AI-generated | Instant Purchase and download | Full Commercial ownership transferred

legatus-chess.com

2026 — present · Live

Reinventing chess through battlefield like tactics and strategy. · Founder, Game Design, Systems Design, Brand Identity, Art Direction, Digital Companion Experience

Legatus is a strategy board game inspired by chess.

1 Complete rule ecosystem | 1 Full brand and identity system | ∞ A different story every game

CORE SKILLS

Project management User story writing · Roadmap creation · Scope and trade-off calls · Estimation and delivery planning

Design system Documentation · Maintenance · Variables · Design tokens · Component governance

Visual design Expert-level proficiency with design tools · Mentoring, assistance and guidance · Maintaining visual identity and brand consistency

UX design Methodologies, patterns, accessibility and information architecture · Advocating for higher design standards · Identifying data and research for goal alignment · Customer interviews and profiling around motivators and needs · Hypothesis definition and validation · Strategic and tactical decision-making

Communication Confident presenting, with relevant and broader context · Leading brainstorming sessions · Communicating and debating design decisions · Open to ideas and innovation

Feedback Advocate for transparent, constructive feedback · Giving balanced and constructive feedback · Proactively addressing feedback · History of acting on areas for improvement · Prioritising and assessing feedback

Stakeholder management Proactive collaboration · Facilitating action-oriented discussions · Consensus-driven approach with stakeholders · Recognising and bridging communication gaps · Prioritising business objectives for organisational health

Interpersonal skills Proactive personal growth and self-awareness · Strong emotional intelligence · Using insight to navigate conflict · Active listening and an empathetic mindset · Advocating for respectfulness, fairness and inclusivity

Ownership & shipping Proven history of meeting deadlines · Accurate timeline estimation · Confident in making trade-offs · Skilled in delegation · Ship-fast mentality

Independence Handling undefined projects · Task prioritisation · Proactively identifying areas for improvement

Strategy Vision-led thinking · Aligning with business needs and objectives · Interconnected thinking across product, organisation, business and industry · Tracking competition and suggesting initiatives · Advocating for brand strategy

LANGUAGES **Hungarian** Mother tongue · **English** C1 · **Romanian** C2 · **German** Learning in progress

EDUCATION **Babeş-Bolyai University** — Design and visual communication studies 2009 — 2013

AWARDS **FWA — award and interview** — The FWA Dec 2015

REFERENCE “It was truly a pleasure to have the opportunity to collaborate with Otto at Connatix. Otto played a pivotal role in leading the design process and was the driving force behind some of our fundamental products. Otto embodies the essence of a true professional, consistently staying abreast of the latest design trends, technologies, and methodologies.”
Dor Leitman — SVP Product and R&D at Connatix

Full CV with case studies, capabilities and references — ottotasnadi.com