Victor Ilioiu

Senior UX/UI and Product Designer · Design Systems Specialist · AI-Native

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Available immediately · Remote, EU or US (EST overlap) · Full-time or B2B contract (own invoicing entity)

SUMMARY

Senior product designer with more than 16 years in UX/UI and product design. I specialize in complex B2B and SaaS products, and I thrive designing features for data-heavy systems that require a deep understanding of the back-end processes. I love building design systems, the scaffolding for all great products: buttons, forms, cards, colors, spacing. For SOFT, where users run roleplay sessions with custom-trained AI personas, I built the design system in about six weeks, with Claude Code and Figma MCP: **82 components and 138 primitive tokens**. Before that, I built Incenteev's system alone: **135 components** and **167 tokens** that six years on still run the product, across roughly **50 white-label client deployments** and around **20,000 users**. I work both sides of the handoff: specs in Jira, front-end builds in Storybook, approval on the product side.

EXPERIENCE

AI-Native Product Designer, Design Systems

SOFT (Incenteev).
May 2026 to Jul 2026

SOFT is Incenteev's AI soft-skills training product, built under a separate brand: the final three months of the Incenteev role below, worked in parallel with it. Users run roleplay sessions with custom-trained AI personas.

- Built Soft Kit, the product's design system, in about six weeks: **82 components** and **138 primitive tokens**, plus an 83-token semantic layer for light and dark theming, text and effect styles, a responsive grid and a full icon set.
- On the product design side, I set up my own AI workflow: Claude Code drafted the first UI pass against a project **design.md**, ngrok put it in front of the PM for live validation of flow and concept, and the result was rebuilt in Figma on real DS components, so engineering received Figma files, not generated code. Used across the admin interfaces, roleplay creation and the in-app session flow.

Lead Product Designer

Incenteev.
Oct 2017 to Jul 2026

B2B SaaS sales-engagement and performance platform: quizzes, KPIs, activity newsfeed, ranking-based challenges, manager coaching. White-label. Product team of 10 to 15.

- Founded the design system and built it alone in about a year from 2019: **135 components** plus a full icon set and **167 tokens** in an Atomic Design hierarchy, with a written spec beside every component. Six years on, still the system the product is built from.
- Won sign-off from the founders and engineering with a business case built on my own logged task data: **513 design tasks** with roughly **a third of the effort going to rework**. Modeled a projected ~$70k a year in rework cost and proposed the team, tooling, pilot and rollout.
- Ran the system's operating model: weekly component review with front-end, the CTO and the lead developer; specs written in Jira; Storybook as engineering's source of truth; review and approval on the product side. A working pipeline, not a Figma library nobody opens.
- Themed the product across roughly **50 white-label client deployments** reaching around **20,000 users**, off a single theme-color token on one shared component set. Clients on it include LG All Stars, Biogaran, Groupama, Sage, METRO, EDF/ISSEO, GB Foods, Rawbank, Gan, Atlantic and SAHAM Bank.

- Designed two features from zero and ran the discovery for both, at a company with no discovery process when I arrived: Coaching (session templates, preparation, conduction, reports, plus a later navigation rework) and Training Programs (benchmarks, Maze prototyping and user feedback, progress tracking).
- Redesigned the product's core. **Monetary Challenges** took **over a year**: most of the app is built on it and the difficulty lives in the edge cases. Also the Dashboard indicator cards and their configuration flow, quizzes, Newsfeed homepage and onboarding.
- Kept the system evolving: migrated most of the library off box-shadow separators onto tonal surfaces and light borders, live across roughly 50 client deployments. Also helped build the product's RAG feature.

Senior Design Consultant

Independent consulting · B2B SaaS clients.
Nov 2012 to Sep 2020

Consultancy engagements, run concurrently with each other and with the Incenteev role.

- **School of Visual Arts** (New York) · Nov 2015 to Sep 2020. UI for the college's digital library; EBSCO search inside a custom CMS.
- **Campr** · Jun 2016 to Sep 2019. GDPR-compliant project management platform. Brand identity and UI/UX across the project lifecycle.
- **Topobot** · Nov 2016 to Dec 2017. Romania's national cadastral platform. Visual identity, mobile and web interfaces, public site front end.
- **Harvie** · Apr 2016 to Apr 2017. Local-food marketplace serving tens of thousands of families a week. Web and mobile UI, user research, workflow design.
- **Fastportal** · Mar 2014 to Apr 2015. SMB self-service portal. Concept design and user research.

Freelance Web Designer and Developer

Self-employed.
2010 to Nov 2012

- WordPress design and development, theme customization, rebranding and general web design for direct clients. Where the front-end literacy came from.

SKILLS

Design systems: architecture, design tokens, component API design, variants, governance, operating model, Storybook handoff, Atomic Design, white-label theming

Design: product design, interaction design, design specifications, accessibility (WCAG-compliant designs), data visualization, responsive and mobile-first

AI-native workflow: Claude Code, Figma MCP, Figma AI, AI-assisted prototyping, designing for AI products with custom-trained personas

Engineering: HTML, CSS, Git, Storybook, front-end implementation, design-to-dev handoff

Tools: Figma (expert: variables, variants, auto-layout), Jira, Notion, Maze, Framer

LANGUAGES

English (fluent), Romanian (native)

EDUCATION

BA, Electronics and Communication Technology. Polytechnic University of Bucharest, 2009