

Adam Weber

Senior Product Designer

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(Hold pre-settled status in the UK until 2030)

Product designer located in Budapest, I have over 5 years of experience leading design initiatives for both B2B and B2C projects, ranging from early-stage startups to established firms like McKinsey & Company.

EXPERIENCE

Senior Product Designer I → II — McKinsey&Company *May 2024 - Present*

- Lead designer for Orchestra Suite, the firm's flagship SaaS product for agile management, owning end-to-end design strategy, execution.
- Built the product's design system from scratch in Figma & Storybook, now adopted across 3 product teams - cutting design-to-development handoff time significantly and increased consistency
- Standardised components, built working prototype in Cursor to shorten refinement sessions and speed up design iteration, letting the team explore and validate more directions per sprint without added overhead
- Partner directly with product, engineering and leadership to translate complex B2B workflows into intuitive, user centric experiences
- Shifted the product team from engineering-led to design-aware by introducing collaborative design reviews and embedding design earlier in the development cycle.

Product Designer — McKinsey&Company *Feb 2023 - May 2024*

- Worked alongside business analysts, stakeholders and engineers to align business, technology and product strategy decisions
- Embedded on-site with a new market entrant as founding designer, building the product's design system and design foundations from zero for a greenfield application
- Recruited and onboarded the client's first in-house design team, working directly with their Head of Design to define scope, process and design standards
- Handed over a self-sufficient design function - the client's team continued operating the design system and processes independently after the engagement ended

Product Designer — UXStudio *Jun 2021-Feb 2023*

- Partnered with business stakeholders, developers and researchers across client engagements, including a leading humanitarian organisation and a non-profit robotics gaming platform
- Led design projects, presented design decisions directly to clients, supporting alignment between business, technology and product strategy

Digital Brand Designer Intern — zwoelf.digital *Jul 2020-Sept 2020*

- Created brand identity concepts for clients at a Budapest-based digital branding studio (3-month internship)

Digital Brand Designer — Freelancing (during university) *Nov 2018-Jun 2021*

- Helped early-stage brands and companies define initial brand direction and identity to support growth and differentiation

SKILLS

Leadership & Strategy — Design Lead, Product Strategy, Brand Strategy

Craft: — UX/UI Design, Brand Identity, Prototyping, Video Editing

Tools: — Figma, Adobe Suite, Framer, Cursor, DaVinci Resolve

EDUCATION

BA, Interaction Design - First Class Honours — Northumbria University Newcastle

Advanced German Studies, GPA 3.8/4 — Szinyei Merse Pal High School, Budapest

LANGUAGES

Hungarian (native) — English (fluent) — German (fluent)

EXTRA

Founder & ex-host — Design Aloud - UXStudio's design podcast

Competitive football player — Hungary youth leagues (2006-2017)