

Tamás Király

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years in **B2B SaaS** and **AdTech** who works fluently across design and front-end code. I use HTML/CSS, design tokens, and Storybook to carry work from **concept to shippable UI**, cutting the translation loss between design and engineering. Most recently I led design for AI-powered creative workflows at The Brief AI.

KEY SKILLS

AI & Automation	Design Engineering	Design & Systems	Research & Delivery
✓ Agentic Workflow Design	✓ HTML/CSS	✓ Product Design	✓ User Research
✓ Creative Automation	✓ Design Tokens	✓ Interaction Design	✓ Prototyping
✓ Prompt Design	✓ Storybook	✓ Visual Design	✓ Journey Mapping
	✓ Front-end Implementation	✓ Design Systems	

WORK EXPERIENCE

The Brief AI (formerly Creatopy) www.thebrief.ai

Senior Product Designer • Feb 2021 - Jan 2026

- Spearheaded the UX architecture for **AI-powered agentic workflows** driven by leading image and video models. The system enables users to generate ads, product photography, and video from a single prompt while retaining full editing control in a professional-grade editor.
- Architected the **Brand Template Permissions system**, defining the granular logic (locking/mandatory assets) that serves as the foundation for the Light Editor. This enabled enterprise clients to safely scale content production to non-designers while strictly enforcing brand consistency.
- Rebuilt the editor's grouping into frame-based containers that match the mental model designers expect from Figma, and laid the groundwork for auto-layout.
- Conceptualised and delivered the **AI-powered "Predictive Scoring"** engine within 'Ad Studio' and 'Create Agent', enabling real-time creative auditing against brand guidelines and WCAG 2.1 AA accessibility standards, to identify design issues before handoff or publication.
- Engineered complex **interoperability features** (PSD & Figma imports), solving critical parsing challenges to ensure pixel-perfect rendering. This initiative significantly lowered migration friction, **accelerating adoption** among professional design teams.
- Designed end-to-end authentication flows for **Enterprise SSO integration**, removing onboarding friction for high-value corporate clients and streamlining secure access.
- Led the end-to-end product design for **Ad Studio**, a unified creative workspace. Operated within an agile Product Pod (PM, Engineering, QA) to ensure rapid iteration and continuous alignment between design and execution, successfully shipping the beta release and achieving a 40% reduction in asset-production time.
- Unified external media ecosystems (**Shutterstock, Storyblocks, Melodie**) into the native editor experience, designing seamless asset discovery and usage that significantly expanded the platform's asset library.
- Facilitated the **integration of exactly.ai** (Generative AI), leading the discovery phase and translating complex custom model-training capabilities into native UI patterns. This enabled users to generate style-consistent visuals directly within the editor using the platform's own design language.
- Built and maintained a tokenised design system based on Material UI, collaborating with engineering to implement component libraries in Storybook. This ensured strict design-to-code parity and streamlined the frontend development workflow.

Lead UI/UX Designer • Jan 2019 - Feb 2021

- Directed a design team of 2 designers, establishing critique rituals and mentorship programs that improved team output quality and consistency.
- Designed an extensive internal **Admin Dashboard** for managing white-label clients, streamlining account provisioning, monitoring, and administrative workflows for the internal support and sales teams
- Architected and maintained a scalable Design system, standardizing components across the web application. This initiative reduced design-to-development handoff time by 30% and ensured UI consistency across multiple product modules.

UI/UX Designer • Jan 2018 - Jan 2019

- Created user-centered designs by considering market analysis, customer feedback, user research and technical constraints /opportunities.
- Worked with product team to design and implement various product features for multiple in-house web apps.

Marketing Graphic Designer • Mar 2017 - Dec 2017

- Partnered with a cross-functional team of 8 to scale banner production and marketing assets for multi-channel campaigns.

UI Designer // Front-end Developer • Apr 2015 - Nov 2016

- Hybrid Product Design & Front-end Development role. Bridged the gap between design and code by implementing high-fidelity mockups directly into HTML/CSS, ensuring 100% visual fidelity in the final product.
- Designed visuals for landing pages and created final web assets.
- Created marketing assets for online marketing campaigns.

TOOLS

Design & Prototyping

- Figma
- Figma Make
- Pencil

AI & Build

- Claude Code
- Google Antigravity
- Lovable

Analytics & Research

- Mixpanel
- Statsig
- Dovetail
- Hotjar

Project Management

- Linear
- Jira

COURSES / CERTIFICATES

- Design Thinking: The Ultimate Guide IDF - issued Dec 2022
- Human-Computer Interaction - HCI IDF - issued Dec 2022
- Become a UX Designer from Scratch IDF - issued Oct 2021
- Enterprise Design Thinking Practitioner IBM - issued Jun 2019

EDUCATION

- Dennis Gabor University - Budapest, Hungary Coursework in Business Informatics