Krisztián Hadi

Senior Product Designer & Design Engineer

+36 70 242 3510 · hello@krisztianhadi.com · krisztianhadi.com · linkedin.com/in/krisztianhadi

Remote within Europe, or hybrid in Berlin or Barcelona from early 2027 · Staff or senior roles · Full-time or contract · EU citizen

---

Profile

Product designer and design engineer with 20+ years of experience, specialised in the world between design and code, and impossible missions. I've worked with high-traffic media platforms, enterprise SaaS and game studios, and I'm comfortable with any design software, front-end code and working with or without AI.

I fill whatever gap the team has, design, frontend or product, and I care more about the outcome than my job title.

Experience

Founder & Design Engineer — No More Names Studio

Open-source web apps · Solo studio · 2026–present

- Free and open-source projects to make the internet a better place: Ghosted, a job tracker; Juuku, a jukebox remote for Navidrome; Keret, photo walls.
- Design, frontend, release and maintenance are mine.
- Full agentic development flow with a human in the loop: agents write most of the code, I own the architecture and the decisions, and read and test every change by hand.
- Tests, security and accessibility passes, and code review on everything that ships.

Head of UI/UX Design — Woodlaine (AdultWork)

Adult entertainment · ~100 people · 2022–2025

- Ran a full UX audit of AdultWork, a platform with 2M+ daily visitors, in my first month. Then turned the findings into a steady run of small improvements that fit easily into the development cycle.
- Started the full redesign and a design system across products. Both went on hold when development resources were cut and priorities changed.
- Took over the Hotica spinoff after a failed launch and relaunched it in a team of three: new branding, UI, accessibility fixes, frontend and marketing sites. Cam load times went from 5–10 seconds to 2–3.
- Supported a partner payment processor with UI development.

Senior Product Designer — LastPass & GoTo

B2B, B2C and Enterprise SaaS · ~4,000 people · 2021–2022

- Led the accessibility overhaul across the web app, desktop app and browser extension: VPAT score from 69% to 83%, shipped on the 10th Global Accessibility Awareness Day.
- Worked as the designer and an extra frontend dev in a five-developer SWAT team with PMs, on a tight deadline: keyboard navigation, focus states, ARIA announcements and semantic controls.
- Kept the scope in check with the engineering and project managers, and still fixed root causes in the shared components instead of patching symptoms.
- Earned a place in GoTo's Accessibility Champion program.
- Designed various internal tooling projects across GoTo.

Teacher & Faculty Lead, UI/UX — KREA Contemporary Arts Institute

Art and design education · ~50 staff · Part-time · 2018–2022

- Reworked and expanded the curriculum, working closely with the school's leadership.
- Recruited new teachers for the newly added classes.
- Taught many of the classes, coding, presentation and accessibility among them.
- Mentored many students through their diploma projects.

Founding Product Designer & Product Owner — IndieBill

Payment processing and marketplace · ~10 people · 2017–2020

- Joined as the first designer once the founders' hacked-together MVP got funded, alongside the first full-stack developer and sysadmin.
- Redesigned the MVP, then led the five-person cross-functional team rebuilding it: developers, a sysadmin and support.
- Worked directly with the founders and their investors on what the product was and what it had to prove.
- Did the branding, plus several spin-offs and side projects.
- Designed and coded the frontend of the content moderation software, wrote the guidelines, then trained ten moderators over time and led a team of about five.
- Many hats, as it goes at a startup. Later acquired by a competitor and closed down.

Senior Web Designer & UI Developer — Crytek (Warface)

Games, free-to-play shooter · ~300 people · 2016–2017

- Designed the player-to-player auction house over many iterations, with UI support for the frontend team that built it. Credit sales went up 30%+ within a month.
- After launch, built two JavaScript bookmarklets in my free time, giving power users the tighter UI the community asked for.
- Designed and hand-coded the many seasonal, story-driven landing pages for the Warface web hub.

Senior Product Designer — Campoint (Visit-X)

Adult entertainment · ~100 people · 2015

- Started the redesign of Visit-X, one of the biggest adult platforms in Germany: the research, the first direction and the experiments behind it.
- Handed it over when Crytek hired me away. Another designer finished and launched it.

Senior UI/UX Designer — Docler Holding (LiveJasmin)

Adult entertainment · ~1,000 people · 2013–2015

- Designed for LiveJasmin, the largest adult live-chat platform at the time, with 20M+ daily visitors.
- Redesigned the mobile web so it felt like an app.
- Refined the payment flow with A/B tests, making in-show credit purchases faster.
- Led design for the mainstream spin-off, shipped as Camsite: visual style, flows and age-gate modals.

Art Director — Ogilvy, Leo Burnett, Possible, Karmamedia

Advertising · Budapest · 2010–2013

- Digital campaigns for Milka, Generali, Erste Bank, Dove, Nivea, Telekom, Snickers, Whiskas, Tesco, CitiBank, Telenor, MOL, Absolut, Volvo, Apple and Canon.
- Two projects honoured at the Hipnozis Advertisement Awards.
- Two months on a Leo Burnett project before Possible hired me away.

Web Designer & Developer — Awknet, Microsoft, Eyedea

Web development · 2005–2009

- Sole designer and developer on full-stack PHP projects, running the Linux servers alongside the sysadmin.
- Built community forums on ASP.NET with Microsoft, and ran events for developer students.
- Early Microsoft Silverlight work, including the digital edition of a Hungarian historical codex.

Education

Graphic and Brand Design — Apolka Art School

2009

Programmer Mathematics coursework — Pannon University

Left to go freelance as a full-stack web developer · 2005–2008

Architecture — József Jáky Technical High School

2001–2005

Skills

Product design — Research, information architecture, flows, interaction design, prototyping, usability testing

Design systems — Tokens, component libraries, documentation, maintenance

Accessibility — WCAG 2.2, VPAT, ARIA, keyboard and screen reader testing, audits, fixes

Frontend — HTML, CSS, JavaScript, TypeScript, React, Vue, responsive and mobile web

Delivery — Git, Docker, Linux, CI, Cloudflare, self-hosted releases and maintenance

AI — Agentic development with DeepSeek Harness and Claude Code, with review, tests and security checks

Tools — Figma, Penpot, Adobe Creative Suite, ArtCraft, VS Code