

LEVENTE SÉLLEI

SENIOR PRODUCT DESIGNER

Independent Product Designer with **10+ years** of experience designing **SaaS platforms**, **AI products** and complex digital systems. I work directly with founders and engineering teams—**from discovery** and product strategy **to** scalable design systems and **developer handoff**.

SPECIALITIES

- SaaS Platforms
- AI Products
- Product Architecture
- UX Strategy
- Information Architecture
- UI Design
- Design Systems
- Growth Products
- Brand Identity

SOFTWARE

- Figma
- Adobe Creative Suite
- Lottie
- Spline
- Sketch
- Protopie

PRODUCT TOOLS

- Zeplin
- Atlassian
- Notion
- Slack
- GitHub
- Claude Code
- Claude Design

WAYS OF WORKING

- Agile
- Scrum
- Kanban
- Lean UX
- Design Thinking
- Remote-first
- Developer Handoff
- Cross-functional Collaboration

LANGUAGES

- Hungarian
- English
- Spanish

EXPERIENCE

2019 – Present

FOUNDER & LEAD PRODUCT DESIGNER

✕ **EASTERN SUGAR** ✕

- ♦ Led end-to-end product design across AI products, SaaS platforms & mobile applications
- ♦ Defined product strategy, UX architecture, design systems & developer handoff.
- ♦ Worked directly with founders, CTOs & engineering teams throughout the entire product lifecycle.
- ♦ Built scalable design systems adopted as the single source of truth by development teams.
- ♦ Used AI-assisted workflows & frontend prototyping to dramatically shorten design-to-build cycles.

Product Design Studio

Founder

2025 – 2026

LEAD PRODUCT DESIGNER

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- ♦ Designed a 200+ screen SaaS platform over an 18-month engagement.
- ♦ Created the complete information architecture and navigation model.
- ♦ Designed dashboards, analytics, wallet, billing, customers, competitions & marketing tools.
- ♦ Built a living design system with developer-ready documentation and implementation references.
- ♦ Led the product from discovery through production handoff.

SaaS

Competition Platform

Remote

2018 – 2019

DESIGN LEAD

Lazarus Trading SL
Santa Cruz de Tenerife

- ♦ Led and mentored a team of 5 designers across UI, UX and Graphic Design.
- ♦ Managed multiple startup projects, balancing quality, priorities and delivery.
- ♦ Partnered with founders and developers to shape scalable digital products.
- ♦ Contributed hands-on to UX strategy, interaction design and UI design.

Mobile apps

SaaS

Websites

On-Site

2016 – 2018

UI/UX DESIGNER

Lazarus Trading SL
Santa Cruz de Tenerife

- ♦ Designed web applications, SaaS platforms and mobile products.
- ♦ Created user interfaces, user flows and interactive prototypes.
- ♦ Produced brand identities, marketing assets and graphic design materials.
- ♦ Designed motion graphics and UI animations for digital products.

Mobile apps

SaaS

Branding

Motion

On-Site

EDUCATION

2011–2014

ÓBUDA UNIVERSITY

BSc Engineering Management

2012–2013

TECHNICAL UNIVERSITY OF VALENCIA

Product Design

Erasmus

SELECTED WORK

