

ROZINA SZOGYENYI

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SENIOR PRODUCT DESIGNER

10+ years experience designing intuitive solutions for complex, high-stakes digital products

Proven ability to translate technical complexity into trustworthy user experiences through data-informed design and research. Partners effectively with engineering teams to balance user empowerment with technical constraints.

- **Complex Systems UX:** Distills cryptic technical concepts into clear, intuitive user experiences
- **Data-informed:** Leverages analytics and user research to drive design decisions in ambiguous environments
- **Cross-Functional:** Collaborates with engineers to navigate constraints and deliver cohesive products

CORE COMPETENCIES

User-Centered Design · High-Stakes Interface Design · UX Research · Data-Driven Design · Prototyping · Figma · Cursor · Design Systems · Technical Collaboration · Mentorship · E-commerce · Financial Products · Mobile Design · Agile Methodologies · Rapid prototyping · Vibe coding · Midjourney · Krea.ai

PROFESSIONAL EXPERIENCE

SHOPIFY

02/2021 – Present

Leading commerce platform empowering businesses of all sizes.

Senior Product Designer (02/2021 – Present)

- Drove product strategy for metafields and metaobjects improvements through research and prototype validation, addressing critical usability gaps for customers managing complex custom data structures at enterprise scale.
- Innovated web performance tracking, transforming complex data into actionable insights for users. Conducted extensive research to become a subject matter expert.
- Led the redesign of the headless developer experience, improving onboarding and work for enterprise customers.
- Redefined the online store editor, empowering 100,000 daily users with a more efficient workflow.
- Mentored designers, expanding their UX toolset including vibe coding best practices and leveraging AI.

Product Designer (11/2018 – 02/2021)

- Revamped the theme editing process on desktop and mobile, applying interaction design principles to reduce user frustrations by 50% and decrease time to launch by 20%. Validated the new process and ensured its scalability.
- Partnered with developers and researchers to challenge project scope and launch a streamlined version.

TRIPANEER

06/2017 – 09/2018

Global themed vacation experience platform

Product Designer & Product Owner

- Established an exceptional user experience for partners, leveraging empathy and data-driven decision-making to optimize existing features and launch new ones. Contributed to the product roadmap, ensuring scalability.
- Created a new design system aligning with new brand guidelines and identity.
- Designed and led the development of an upgraded version of the business core feature, based on extensive research and analysis.

STARTMONDAY

Innovative job application startup

03/2017 – 06/2017

Product Owner

- Redefined and led the landing experience for job applicants, increasing the submission rate by 50%.
- Defined the development and product strategy, supporting designers and developers for successful delivery.

BOOKING.COM

Leading online travel agency for hotel bookings and more

03/2016 – 02/2017

Product Owner (09/2014 – 02/2017)

- Increased daily reservations by hundreds through the implementation of a successful referral program, driving business growth and revenue in a fast-paced environment. Applied systems thinking to streamline the referral program and ensure its scalability.
- Improved landing page effectiveness by 20% through strategic planning and usability testing, leading to improved user experience and a 15% increase in conversion rates through targeted A/B tests.

Senior Product Designer (02/2014 – 09/2014)

- Led the design of a new web product, applying interaction design principles to increase travel inspiration by 30% and boost customer engagement.
- Conducted research studies to understand user needs and inform the design process.

Product Designer (11/2018 – 02/2021)

- Designed and developed (in HTML, CSS, JS) landing pages and email campaigns, resulting in a 20% increase in click-through rates, driving more traffic to the website and inspiring visitors to convert.

AEGONDIREKT.HU

Hungary's first online insurance provider

01/2009 – 02/2012

Online Marketing Designer

- Streamlined the storefront of this online insurance agent using PHP, increasing website traffic by 25% and boosting conversion rates by 15%.
- Designed and coded email campaigns, landing pages, mini-sites, and sweepstakes, resulting in a 10% increase in email subscribers and driving brand awareness and customer acquisition.

FREELANCER

12/2006 – 02/2012

Designer, developer, and online marketer

- Successfully developed and launched 50 visually appealing and functional web products, increasing online presence and sales for small businesses.

EDUCATION

Bachelor of Science in Commerce and IT, Keleti Faculty of Business and Management

Budapest University of Technology and Economics

01/2002 – 12/2006

Degree thesis: "Online and Offline Advertisements: Comparing Audience, Effectiveness, and Calculating ROI."