

George Negoita

Senior Product Designer

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Profile

Creative and analytical Product Designer focused on creating high-quality user experiences, combining big-picture thinking, data awareness, collaborative problem-solving and a strong enthusiasm for using AI to support the design process.

Experience

Backbase / Senior Product Designer

AUG 2022 - PRESENT, LONDON

Led digital banking experiences across lending and financial services products, with a strong focus on personal loans, using moderated and unmoderated user research to inform design decisions that supported client KPIs, new contracts and contract renewals.

Solved complex customer journeys and product features across mortgage, credit-related flows and trade finance experiences, using AI to accelerate prototyping, explore solutions faster and support efficient design decisions.

Collaborated closely with business stakeholders, product managers and engineers to shape solutions that balanced user needs with commercial, regulatory and technical constraints.

Contributed to the design system patterns that improved consistency across products with the work later shared internally as an example of how proposals should be presented to the design system team.

thortful / Product Designer & Performance Marketer

NOV 2018 - JULY 2022, LONDON

In charge of over £1 million in total advertising spend and responsible for driving back existing customers.

Refined customer segmentation, ran A/B tests, proposed web design improvements based on results and reported performance to the wider team.

Designed, built and published AR filter to keep existing customers engaged. Created, edited and iterated videos/animations based on past performance.

Sassie.co / Product Designer & Co-founder

MARCH 2018 - SEPTEMBER 2018, LONDON

Co-founded an e-commerce brand that generated over £100k in revenue, managing around £30k in Facebook and Instagram ad spend.

Led product strategy and UX for the online store, aligning customer needs with conversion and retention goals.

Used customer behaviour, campaign insights and testing to optimise landing pages, user journeys and overall site performance.

Level Up Media / Product Designer & Growth Strategist

FEB 2017 - FEB 2018, LONDON

Used Facebook insights to define the target audience and encourage growth via paid promotion. Created daily and monthly reports to analyse the content quality and other KPIs.

Built an internal dashboard to track advertising and social media insights, supporting reporting and performance analysis.

Novo Games / Product Designer & Co-founder

OCT 2014 - AUG 2016, COLCHESTER

Co-founded Novo Games and shaped the product vision across four mobile games, including Mirror Dash, which was featured on the App Store.

Led product and UX decisions across the player journey, from game concept to go-to-market, focusing on intuitive one-touch gameplay, level experience, engagement and product positioning within the mobile games market.

Education

University of Essex / BA International Relations, First Class Honours Degree

OCT 2013 - JUN 2016, COLCHESTER

Skills

Product design, Interaction design, Visual design, Design system, Accessibility, Simplifying complexity, Cross-functional collaboration, User flows, Wireframing, Prototyping, Usability testing, Moderated research, Unmoderated research, Design critiques, Digital media, Marketing, Advertising, SEO, Animation

Tools

Figma, Miro, Photoshop, AfterEffects, Maya, Premiere Pro, Google Analytics, Amplitude, Cursor, Claude Code, Codex

Sports & leisure

Gym, Basketball, Skiing, Running, Swimming, Music production, Piano, Guitar, Saz, Fashion, Industrial design, Wildlife, Photography, Travel, Records collecting, Documentaries.