

FELIX HORNOIU

Senior Product Designer — **Conversion & Transactional Flows**

PROFILE

I design **the screens where money changes hands** — checkout, payments, subscriptions, onboarding and investment flows. Fifteen years across global agencies, fintech and large-scale e-commerce, from AKQA and Huge to Citi and EssilorLuxottica. I work at production fidelity: prototypes that behave like the real product, tested with real users, carried through delivery until the numbers move.

Transactional UX

Checkout optimisation, payment & prescription flows, subscription commerce, booking journeys — improved without disrupting conversion.

Design systems at scale

Component restructuring and scalable systems rolled out across 7+ European markets and multiple brands on shared platforms.

Evidence over opinion

Research, usability testing and iterative validation baked into every engagement — decisions defended with data, not taste alone.

SELECTED EXPERIENCE

Sept — Nov 2025

Velvet Badger · Product Designer **FINTECH**

Sport investment platform — owned UX and visual UI for the core money journeys: the investment flow, purchasing and selling assets, sharing and managing perks. Translated brand exploration from two designers into a scalable design system.

Sept 2023 — Aug 2025

Vision Direct · UX Product Designer (EssilorLuxottica) **E-COMMERCE · 7 MARKETS**

Large-scale shared e-commerce platform serving multiple optical brands. A controlled optimisation and migration effort — not a redesign — where every change had to protect revenue.

- Improved the highest-risk, highest-impact flows: prescription input, payments, saved addresses, bundles, account updates and password resets — without disrupting conversion.
- Restructured components within the existing design system for phased rollout: Italy first, then UK, Spain, France, Ireland and the Netherlands.
- Embedded in a fast-paced cross-functional team — lead designer, technical director, project manager and local copywriters per market.

Feb — May 2023

AKQA / Toyota · Product Designer **E-COMMERCE**

E-commerce design system upgrades and new product detail pages for the electric model range — shipped in English, Dutch and Hebrew, including right-to-left adaptation.

May — Dec 2022

RAC / Futurice · UX/UI Designer **CONVERSION**

Optimised the mobile breakdown-cover booking flow for one of the UK's largest motoring brands — user testing and iterative delivery of new purchase features, including insurance add-ons.

Jan — May 2022

Handshake · UX/UI Designer **US · MARKETPLACE**

US career marketplace — digitalised Virtual Career Fairs with scheduling, group and 1:1 video sessions. Designed the mobile experience across three user types plus the desktop management system.

Apr — Dec 2021

Citi (W12) · Product Designer **FINTECH · BANKING**

Overhaul for a major US banking client: trading, asset management, cryptocurrency and climate-focused investments in a mobile-first experience. Designed the portfolio product around 3–4 distinct persona types, inside a regulated, high-stakes environment.

EARLIER EXPERIENCE — 2013 TO 2021

Feb — Mar 2021	Surfboard (now Dialpad) — MVP SaaS for customer-support teams: Zendesk integration, staffing peaks rendered as clear data visualisation.
Jan 2021	Setmore — UX audit of booking and payment flows for a small-business scheduling tool during COVID; schedule calendar and profile builder features.
Jul — Sept 2020	Co-op Funeralcare (with Biglight) — took a sensitive, high-consideration purchase digital: a fully customisable funeral configurator across two core journeys.
Oct 2019 — Jun 2020	Perfect Play — Chelsea Digital Ventures — Lead Product Designer. Sports training app using AR and computer vision: ran design sprints, unified the design system, designed COPPA-compliant under-13 registration, onboarding and the subscription flow across distributed teams.
Sept — Oct 2019	HSBC / Rehab Agency — cyber-security e-learning platform: research, flows, information architecture, remote usability testing.
Feb — Sept 2019	Ordo Pay & Peerpoint (Allen & Overy) — Open Banking payments app backed by Nationwide (send, receive, delay and part-pay); recruitment platform for a global law firm's vetted contractors.
2018 — 2019	Signal Noise (The Economist), POSSIBLE, Toaster — data analytics tool architecture; Facebook product phase 2; Google for Retail marketing pages and GIF Maker redesign.
Jan — Oct 2018	Wizards World — Huge — multimedia franchise app with London and NY teams: audience research, design systems, mobile interaction patterns, prototype testing and validation.
2017	AKQA (London/Stockholm), WONGDOODY, EY Seren — H&M internal staff tool MVP; BASF/Infosys industrial app; future-vision insurance innovation MVPs for EY USA (under NDA).
2015 — 2016	Beamery — lead designer at the machine-learning recruitment CRM used by Facebook, Spotify, Dropbox and GitHub: onboarding, Gmail/LinkedIn data sync, campaign builder, email composer and full Material Design overhaul.
2013 — 2015	Eyeballit (NY), MiniVegas (Amsterdam), HomeServe Labs — NY real-estate CRM and consumer apps; interactive brand installations; Leakbot smart-home device onboarding that helped open the insurance market (adopted by Aviva).

CAPABILITIES

Checkout & payment flows	Subscription commerce	Onboarding & activation	Design systems (Figma, Storybook)
High-fidelity interactive prototyping	Motion & UI transitions	Usability testing & research	A/B experimentation
Multi-market rollout	Workshop facilitation	AI-augmented workflow	AR experiences

WORKING WITH ME

Engagement — Contract or fractional through a UK limited company. Remote-first, GMT timezone, full morning overlap with US East Coast. Comfortable client-facing: workshops, discovery and research sessions.

Selected clients & teams — AKQA · Huge · Citi · EssilorLuxottica · Toyota · RAC · HSBC · The Economist Group · Google (via Toaster) · H&M · Chelsea FC · Co-op · Allen & Overy · EY