Adam Pusztai

LEAD UX DESIGNER · DESIGN SYSTEMS AND PRODUCT

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Senior product designer with 15 years across enterprise SaaS, telecoms and entertainment. Built and led TOPdesk's design system, managed a team of three, and worked hands-on across research, interaction and UI. Advanced HTML and CSS, basic JavaScript. Currently working with AI tooling inside design system workflows.

EXPERIENCE

2022 — 2026

Lead UX Designer · TOPdesk

- Led design for the company's newly created design system. Adoption grew from around 10% to effectively all net-new UI, with no mandate behind it.
- Shipped roughly 50 production components on a three-tier token architecture, with WCAG AA enforced at the token layer instead of audited after the fact. Design-to-build velocity improved four to five times, and new designers reached working fluency within a month.
- Defined system-wide interaction patterns alongside the component work, including global filtering, which I validated with 70+ participants in Useberry.
- Managed a team of three designers, hiring two replacements as the team turned over, and supported the wider UX team through workshops and 1-on-1s.
- Evaluated Figma Make and Claude Code against the design system as part of the company's AI transformation work.

2020 — 2022

UX Designer · Vodafone Business

- Governed the design system behind vodafone.com/business and its subsites, adding components as the site grew and keeping application consistent across teams.
- Designed and shipped new pages across the business site, and ran adoption workshops for the teams using the system.

2015 — 2020

Creative Design Specialist · Vodafone Shared Services

- Supported the UK-based Group Product Marketing team with online and offline assets across the Vodafone portfolio, working inside a multinational shared-services setup.

2010 — 2015

Web and Product Designer · The Walt Disney Company

- Governed and localised content across several European Disney sites, keeping brand application correct across markets and languages.

SKILLS

Design	Figma (variables, auto layout, dev mode), design systems, design tokens, prototyping, interaction design
Research	Usability testing, WCAG 2.2 AA, accessibility held at token level
Front-end	HTML, CSS (advanced), JavaScript (basic), developer handoff
AI tooling	Figma Make, Claude Code
Adobe	Photoshop, Illustrator, InDesign

EDUCATION AND LANGUAGES

Economic Informatics I
Boros Sámuel Vocational High School

Computer Studies Software Operator
Pollák Antal Vocational Technical High School

Hungarian	Native
English	Professional