

Teodora Duric

Lead Product Designer · Research-led UX/UI · Accessibility & Design Systems

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PROFILE

My research background is sociological - a discipline grounded in the systematic study of how people actually behave. Over seven years that foundation has shaped a UX/UI and product design practice that begins with the user, models real workflows, and treats design as the discipline that converts research evidence into validated product form.

My practice sits at the intersection of consultancy and product leadership. I take ownership in ambiguous and high-stakes engagements, run discovery across complex stakeholder landscapes, and translate regulatory and operational constraints into clear product direction. I speak publicly on inclusive design and the European Accessibility Act, mentor designers across delivery teams, and actively integrate AI and emerging research methods into how my teams operate.

EXPERIENCE

Capgemini Consulting

2021 - Present

Senior UX/UI Designer & Design Lead · Vienna · Regulated and enterprise B2B clients across public sector, tax, banking, logistics, automotive, food

› KONSENS Grundsteuer - German Federal Tax Administration

Feb 2026 - Present

Design Lead · Federal property tax platform · 5 products, team of 5 designers

Set design direction across the platform. Run the operating model - Discovery cadences, persona research, design reviews, system governance - so research insight scales across delivery teams without single-point dependency.

Navigate a regulated public-sector workflow. Audit obligations and stakeholders across federal and state authorities; design decisions defended with research and evidence.

› Federal Employment Agency (Bundesagentur für Arbeit)

Jul 2024 - Feb 2026

Design Lead · Germany's largest public employment platform

Built and steward the centralised design system. Adopted by 20-50 developers across delivery teams. Expert-level Figma: components, variables, auto-layout, design tokens, branching, multi-platform library management. Token architecture mapped directly to code (Compose, SwiftUI). Documentation written so designers and developers actually want to use it.

Embedded with product, engineering, and legal. From Discovery onward; design decisions defended with research and audit evidence rather than opinion.

Own WCAG 2.1/2.2 end-to-end. Accessibility embedded into component design from the ground up - not retrofitted at QA. Audits with assistive-tech users, persona-driven usability testing, component-level remediation across the portfolio.

› BMW Group - My BMW App & ProFLEX

Jul 2023 - Jul 2024

Lead UX/UI Designer · 9 connected digital products

Acted as design-led business analyst at enterprise scale. Ran stakeholder interviews and requirements analysis to convert ambiguous product asks into validated user flows before engineering investment.

Facilitated Design Sprints and Discovery sessions. Presented validated design decisions and trade-offs to cross-functional product leadership across the connected portfolio.

› Bord Bia - The Irish Food Board

Jul 2022 - Jul 2023

UX/UI Designer & Discovery Lead · Ireland's national food promotion agency

Owned Discovery end-to-end. User interviews, journey mapping, card sorting, tree testing - and led the IA restructure with stakeholder approval before design work began.

› Kühne & Nagel - Customs Declaration Tool

Jan 2022 - Jul 2022

UI/UX Designer & UX Researcher · EU customs compliance for global logistics

Ran user research across four specialist personas. Customs specialists, customs brokers, logistics operations, and compliance staff - to map a regulated, audit-sensitive workflow end-to-end.

Research reshaped scope before development. Findings rewrote the monitoring tool's information hierarchy at the discovery stage; design then delivered in close partnership with engineering and product ownership.

› ERSTE Bank - Corporate Onboarding App

Sep 2021 - Jan 2022

UI/UX Designer & UX Analyst · Regulated banking onboarding

Led the UX audit of the corporate onboarding journey. Across relationship managers, onboarding specialists, and compliance - identifying UX and accessibility gaps and the operational frictions behind them.

Delivered the governance baseline. UI standards, patterns, and high-fidelity prototypes adopted as the onboarding consistency framework across the product.

Bitmovin

Sep 2020 - Sep 2021

UX/UI Designer · Developer-tooling B2B SaaS · Video infrastructure for engineering teams · Cross-product design system and specialist-user research

Beanco

Feb 2020 - Sep 2020

UX/UI Designer · Early-stage Viennese startup · End-to-end product design from discovery through delivery in a fast-moving, resource-constrained environment

A P P R O A C H

Discovery comes first. Each engagement begins with qualitative research - stakeholder interviews, observation, and persona modelling rooted in real workflows. Discovery is run deep enough that design becomes confirmation, not exploration; roadmap decisions get changed at the research stage, not after engineering investment.

AI tools as research and delivery accelerators. LLMs for synthesis of research notes and stakeholder transcripts; vibe-design and vibe-coding tools for rapid generation and validation of UI directions; Figma's AI features for production and design-system work.

Cooperation across product, engineering, and legal. Embedded from Discovery onward, presenting trade-offs in each partner's language - risk for legal, velocity for engineering, outcomes for product. Fluent in front-end constraints and the language of both design and code; handoff is a conversation, not a delivery.

Iterate and raise the bar. Design reviews, post-launch usability rounds, and accessibility audits run as recurring cadences. Mentor designers into the practice so quality scales without single-reviewer dependency.

Systems thinker. See beyond individual components - how the whole fits together, how the system scales, and where it will break. Build UI systems that are both rigorous and beautiful, grounded in strong UI patterns, interaction design, responsive layouts, typography, and visual hierarchy.

T O O L S , E D U C A T I O N & C R E D E N T I A L S

Education.

Executive Programme in AI Leadership & Strategy - London School of Economics (LSE)

MA, UX Design Management - Technikum Wien Academy

BA, Social Sciences / Sociology - University of Vienna

Certifications. Media Design - WIFI · W3C Web Accessibility · CPUX-F · Scrum Master for UX · Google UX Design

Languages. English (fluent) · German (fluent, C1+) · Serbian (native)

AI - actively tracking and applying emerging tools across the full design workflow.

Research & synthesis. ChatGPT · Claude · Gemini · Perplexity

UI generation & vibe-design. v0 by Vercel · Lovable · Bolt · UX Pilot · Galileo AI · Uizard · Google Stitch · Magic Patterns · Relume

Accessibility auditing. axe DevTools · WAVE · Stark · Microsoft Accessibility Insights · EqualWeb AI · UserWay AI

Coding, visual & presentation. Claude Code · Cursor · Visual Studio Code · Adobe Firefly · Gamma · Wevo