

Péter Balázs Polgár

PRODUCT DESIGN LEADER



I'm a system-minded design leader with 15+ years shaping complex B2B products, from SaaS to enterprise open-source. I drive product vision through discovery, scale user journeys across portfolios, and build the teams to make it happen, staying hands-on when it counts. Lately I build the durable systems inside products that give both teams and their agentic workflows a foundation to work from.

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Experience

Lead Experience Designer @Canonical

Feb 2024 - Now

Canonical is an enterprise open-source company, maker of Ubuntu.

- Leading design across the Ubuntu Pro portfolio, engaging with 5+ engineering teams to build a **single coherent portal** for a suite of products
- Redesigned and A/B tested **the pricing page** to improve the overall buyer experience, achieving ~10% conversion improvement
- Built a **cross-portfolio archetype framework**, kept current by an **agentic workflow**, now the shared user-segmentation language across sales, marketing, and product, and a knowledge base their agents can build on
- Drove the design team's strategic shift to journey-focused design across the portfolio

Lead Product Designer @Krisp

Sep 2021 - Jan 2023

Krisp is an AI-powered noise cancellation and meeting assistant startup.

- Created a **vision prototype** through a four-week iterative discovery sprint that gave leadership confidence to execute a major strategic product pivot
- Established a rapid-iteration design process from discovery to delivery that became the organisation-wide standard for product development
- Scaled **user research practice** by coaching team members and introducing new methods, embedding continuous research into product decisions

Senior UX Manager @Trustpilot

Nov 2018 - Sep 2021

Trustpilot is a consumer review platform scaleup, IPO-d in 2021.

- Led **designers and researchers across 7 product teams** (~50-60 stakeholders), driving UX strategy for Trustpilot's B2B platform through to its 2021 IPO
- Headed an **information architecture redesign** achieving ~20% increase in intended user flows; significantly easier onboarding, to a foundation remaining in use 5+ years later

Side projects

9am26 newsletter

My regular newsletter on product design leadership covering team building, design practices, and scaling design organisations.

Playground

Tinkering with AI and agentic tools to build small apps and experiments, a habit from my CS days. I explore ideas and technologies by making things.

Teaching and mentoring

University lecturer, course instructor, meetup speaker, and long-term mentor to designers, I'm committed to developing the next generation of design practitioners.

Education

Computer Science PhD (2013)

Eötvös University, Budapest (paused)

IT Education MSc (2011)

Eötvös University, Budapest

Computer Science MSc (2007)

Eötvös University, Budapest

- Introduced a design maturity evaluation to create a **data-driven team strategy**, shifting the team from reactive to proactive and improving retention and cross-org decision-making
- Grew research impact with an embedded model across 20+ teams

Head of UX @Emarsys

Aug 2015 - Oct 2018

Emarsys is a marketing cloud platform, acquired by SAP in 2020.

- **Built a UX team from 2 to 16 designers and researchers** in 2 years, achieving 95%+ retention, with two subsequent heads of UX promoted from within
- Created and implemented **a design process from discovery to delivery**, establishing the UX practice and cross-functional collaboration across the organisation
- Shipped design system, email editor, campaign manager, and automation products, **unifying UX across the platform portfolio**
- Developed the **design org's structure, hiring practices**, and career ladder, fostering growth and retention of top talent

User Experience Researcher @Prezi

Nov 2011 - Aug 2015

Prezi is a canvas-based presentation startup.

- Drove **UX research in cross-functional product teams** for the presentation editor, collaboration features, and mobile apps, partnering with PMs, engineers, and data analysts
- Delivered key insights through qualitative and quantitative methods, directly informing product innovation and design decisions

Usability Engineer @B.Braun

Apr 2009 - Oct 2011

B.Braun is a medical technology company.

Conducted usability engineering for dialysis device software (chronic and acute care), ensuring IEC 62366 compliance and risk management protocol adherence