

Contact

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Top Skills

PHP
SQL
Graphics

Languages

Romanian (Full Professional)
Hungarian (Native or Bilingual)
English (Full Professional)
French (Elementary)

Certifications

Web Search API
Deep Learning: GANs and Variational Autoencoders
Deep Learning: Convolutional Neural Networks in Python
Data Science: Deep Learning in Python
Data Science: Natural Language Processing (NLP) in Python

Publications

The Better Business Book: Volume 3
Tűzsugár
User Experience Mapping

Peter W. Szabo

Head of AI ★ Hands-on coder ★ UX-first Agentic AI (LangChain & LangGraph) ★ Autonomous agents, swarms + orchestrators ★ GenAI founder (Tengrai) ★ Author: User Experience Mapping
Târgu Mureș, Mureș, Romania

Summary

Hands-on AI and product leader with 21 years across UX, engineering, and machine learning, known for shipping end-to-end outcomes while staying close to the code (I still code daily). Over the last 2 years, I've built production Agentic AI using LangChain, then LangGraph and LangSmith, delivering autonomous agents, agentic swarms, and orchestrators that drive measurable business impact through reliable tool use, observability, and iteration loops. Previously, as Founder and CEO of Tengrai.ai, I led end-to-end delivery of a generative image AI product from research roadmap to iterative releases, including HPC-based experimentation and privacy-by-design and safety systems. Earlier, I scaled AceTech Development from 0 to 40+ people in under two years and completed a successful exit. I'm also the author of User Experience Mapping and a long-time TEDx curator, bringing strong storytelling and stakeholder alignment to every build.

Experience

Magic Solutions

Head of Artificial Intelligence
September 2025 - Present (5 months)
Târgu Mureș, Mureș, Romania

- Led organisation-wide AI readiness transformation using the KUA method (Kaizen, UX, AI - with QA focus) by defining an actionable operating model (people, process, tooling), aligning adoption with business goals and delivery constraints, and translating strategy into measurable execution.
- Built internal capability and accelerated upskilling by mentoring colleagues, introducing new technologies, and establishing practical learning routines that increased delivery confidence and reduced reliance on single experts.
- Strengthened delivery governance through repeatable processes by designing, documenting, and transferring workflows, standards, and escalation

paths, supporting consistent execution and audit-friendly traceability across projects.

- Provided technical and architectural leadership for new initiatives by shaping project architecture, selecting tooling, and supporting implementation decisions to reduce delivery risk and improve maintainability.
- Enabled cross-functional execution via hands-on problem resolution by unblocking teams through structured technical support and escalation handling, ensuring continuity and predictable progress under real delivery pressure.

TED Conferences

Conference Curator - TEDxTârguMureş

March 2017 - Present (8 years 11 months)

Târgu Mureş

Curator and lead organiser of TEDxTarguMures since 2017, responsible for end-to-end event delivery (theme curation, speaker selection and coaching, partner management, logistics, production planning, and quality control). Strong public communication and storytelling skills, with a proven ability to translate complex ideas into accessible narratives for broad audiences. Experienced in community building and stakeholder engagement, growing long-term partnerships and volunteer teams. Demonstrated dissemination impact through TEDx talks, achieving cumulative YouTube reach in the millions, reflecting consistent execution standards and strong editorial judgment across multiple editions.

Tengrai Artificial Intelligence

Founder, CEO

October 2022 - August 2025 (2 years 11 months)

Corunca

- Led end-to-end delivery of a generative image AI product in Europe from research roadmap through implementation and iterative releases, coordinating technical workstreams, priorities, and delivery cycles in a high-accountability environment with operational, monitoring, and execution focus. We released many unique features before competing solutions, such as transparent background generation and very high resolution upscaling.
- Executed continuous model refinement on HPC infrastructure (NCC Hungary - Komondor HPC), planning compute-intensive experimentation cycles, tracking outcomes across versions, and converting results into actionable release decisions. Leveraged the AI partition of 32 Nvidia A100 GPUs across 4

HPE Apollo Blades to rapidly iterate generative AI art models for photorealistic rendering, illustration, and more.

- This HPC success story was featured in EuroCC 2/EuroCC4SEE Success Stories 2nd Edition, September 2024 (p20-21)

- Designed and implemented a privacy-by-design architecture for generative AI, embedding data protection and governance into system design and operational workflows, reflecting the kind of structured, control-oriented approach. Created the model card in alignment with the EU AI Act, way before being required by the law.

- Created and operationalised the Hyperalign safety system to ensure high-quality generation with robust safeguards, translating risk thinking into repeatable procedures, review steps, and quality controls.

- Established documentation and standardisation practices (templates, release notes, internal guidelines, decision logs) to keep work reproducible and transparent across iterations

- Produced structured reporting for stakeholders by summarising model progress, safety posture, and delivery status into clear written materials and presentation-ready outputs.

AceTech Development

Founder and Executive Director

October 2018 - October 2022 (4 years 1 month)

Târgu Mureş, Mureş, Romania

- Scaled a high-performing and innovative technology organisation from 0 to 40+ employees in under two years, demonstrating structured growth planning, prioritisation, and operational discipline consistent with the company's need for reliable coordination across multiple stakeholders and workstreams.

- Built a sustainable talent acquisition and onboarding system with zero advertising spend and no recruitment agencies, creating repeatable processes and clear role expectations

- Achieved exceptional retention and employee satisfaction by establishing a strong organisational culture, transparent communication routines, and practical people management, reflecting the collaboration, service orientation, and team effectiveness required in an international public-sector environment.

- Implemented delivery and quality governance early (cadences, responsibilities, escalation paths, and documentation standards), improving predictability and accountability

- Executed a successful exit with positive outcomes for all parties, demonstrating integrity, negotiation capability, and risk-aware decision-making

CasinoCoin

Blockchain UX Consultant

September 2017 - October 2018 (1 year 2 months)

Isle of Man

Flutter Entertainment

Senior Manager UX/UI

September 2015 - May 2017 (1 year 9 months)

London, United Kingdom

- Contributed to an award-winning free-to-play title (Duel, recognised in 2016) by supporting UX/UI execution quality, iteration speed, and player-focused design decisions under tight delivery cycles.
- Drove measurable UX and conversion improvements across key landing pages by establishing a structured optimisation practice (hypothesis-driven testing, analytics-based decision making, and release discipline), strengthening operational rigor and performance monitoring.
- Improved core game user experience and usability through close collaboration with product, engineering, and game teams, translating complex requirements into clear interaction patterns and production-ready UI specifications.
- Built and led the first group-level UX/UI function (transitioning from ad-hoc, project-based design support to an organised capability), defining standards, workflows, and governance that improved consistency, efficiency, and stakeholder alignment.
- Owned significant front-end responsibilities alongside UX leadership, ensuring designs were feasible, scalable, and implemented with high fidelity, and creating tighter feedback loops between design intent and delivered product.
- Strengthened cross-team communication and stakeholder management by producing concise, decision-oriented documentation and aligning multiple teams around shared priorities, timelines, and definitions of “done”.
- Initiated early experimentation with AI-enabled approaches to augment UX workflows and exploration, showing practical curiosity and an applied innovation mindset

whatusersdo.com

User Experience Director

August 2014 - September 2015 (1 year 2 months)

London, United Kingdom

- Reformed test design and proposal delivery into a Kaizen-based, just-in-time operating model, introducing standardised templates for the most common scenarios and clear handover procedures, significantly reducing cycle time and improving delivery predictability.
- Built a repeatable, quality-controlled methodology for research design and execution, strengthening consistency across projects and enabling reliable scaling across multiple simultaneous client engagements.
- Delivered high-impact programmes for enterprise and public-sector organisations, with a portfolio including Government Digital Service, Virgin Atlantic, Marks & Spencer, O2, Ryanair, and Cisco, demonstrating stakeholder management, service orientation, and the ability to operate credibly in regulated, high-accountability contexts.
- Expanded the organisation's service offering from testing provider to full-scale UX agency, defining new capabilities, shaping the delivery model, and aligning internal processes to support broader strategic engagements.
- Created and launched the UX Jumpstart digital apprenticeship programme, establishing a structured talent pipeline with clear learning paths and mentoring routines, improving team capacity and long-term capability building.
- Strengthened cross-functional alignment through structured documentation and communication, improving clarity for clients and internal teams via proposal standards, research plans, reporting formats, and governance around delivery milestones.

Cylex

User Experience Manager

April 2013 - August 2014 (1 year 5 months)

Cylex is best known for its Business Directories, like cylex.de or cylex-usa.com. There are more than 50 business directories, sharing common features, while matching the specific requirements of a given country. Moreover, Cylex has many side projects including job portals like jobs.cylex-uk.co.uk or the WYSIWYG website builder app: mycylex.co.uk. As a UX manager I helped shape the user experience of those projects, leading talented teams of designers, and conducting usability researches.

Editura FarmaMedia

Designer, typography expert and book illustrator

2007 - 2008 (1 year)

Mureş, Romania

FarmaMedia specializes in publishing medical and pharmaceutical books. I fulfilled the role of illustrator and cover designer and so contributed of quite a

few of those publications. I gathered a typographical experience that I still use in my day-to-day work. I also learned how to create and modify fonts.

Oracler Advertising

Webdesigner

2005 - 2007 (2 years)

Mureş, Romania

Webdesign was still in its infancy in Romania while I started working at one of the first design agencies of Mures County. I created websites for small to mid-sized companies. I started learning usability from books and also from feedbacks given by the users of those websites. I learned using Adobe Flash for creating animations, and even full websites. I also learned how to work quickly and efficiently in Photoshop and Illustrator, how to code HTML, CSS, PHP and JavaScript making use of plain text editors with syntax highlighting.

Education

University of Medicine, Pharmacy, Science and Technology "G.E. Palade" of Târgu Mureş

Research Doctorate - Artificial Intelligence , Informatics · (October 2018 - 2021)

Universitatea „Petru Maior” din Târgu-Mureş

Master's degree, Graphics and Industrial Design (Grafică şi Design Industrial) · (October 2007 - June 2008)

Babes-Bolyai University

Bachelor's Degree, Communication and Public Relations · (September 2003 - July 2007)

Liceul Teoretic "Bolyai Farkas"

High School, Computer Science · (1999 - 2003)