

Contact

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(LinkedIn)

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
User Experience Mapping

Peter W. Szabo

UX-first Agentic AI developer, mentor, and leader.

Târgu Mureș, Mureș, Romania

Summary

Hands-on AI & product leader with 21 years across UX, engineering, and machine learning. Still coding daily and shipping end-to-end outcomes. Over the last 2 years, I've built production agentic AI (LangChain → LangGraph/LangSmith), delivering autonomous agents, swarms, and orchestrators with reliable tool use, observability, and tight iteration loops that drive measurable business impact. As Founder of Tengr.ai, I led a generative image AI product from research roadmap to iterative releases, including HPC experimentation plus privacy-by-design and safety systems. 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 sharp storytelling and stakeholder alignment to every build.

Experience

Magic Solutions

Head of Artificial Intelligence

September 2025 - Present (5 months)

Târgu Mureș

- Led organisation-wide AI readiness transformation using the KUA method (30+ person software development company) by defining an actionable operating model (people, process, tooling), aligning adoption with business goals and delivery constraints, and translating strategy into measurable execution.
- Delivered a high-profile B2G AI project from start to UAT in 2 weeks.
- 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.

Tengrai Artificial Intelligence

Founder, CEO

October 2022 - August 2025 (2 years 11 months)

Corunca

- Founded and led Tengrai, delivering a Europe-based generative image AI product end-to-end, from research roadmap through production implementation and iterative releases.
- We reached 400,000 registered unique users in March 2025.
- Users from 150+ countries with paying subscribers in 60+ countries.
- Shipped differentiated capabilities (including transparent background generation and very high-resolution upscaling), expanding creative workflows across photorealistic rendering, illustration, and more.
- Ran continuous model iteration on HPC infrastructure (NCC Hungary, Komondor HPC), planning compute-intensive experimentation cycles, tracking outcomes across versioned releases, and converting results into clear ship or hold decisions.
- Leveraged the AI partition of NVIDIA A100 GPUs across multiple HPE Apollo blades to accelerate training and evaluation loops, enabling rapid iteration on quality, fidelity, and style coverage.
- Recognized externally as an HPC success story, featured in EuroCC 2 / EuroCC4SEE Success Stories, 2nd Edition (September 2024, pp. 20–21).
- Designed and implemented a privacy-by-design architecture for generative AI, embedding data protection, governance, and operational controls into system design and workflows, and authored a model card aligned with the EU AI Act ahead of regulatory deadlines.
- Created and operationalised the Hyperalign safety system, translating risk thinking into repeatable procedures, review gates, and quality controls to keep outputs high quality with robust safeguards.
- Established reproducibility and transparency practices (templates, release notes, internal guidelines, decision logs), plus structured stakeholder reporting on model progress, safety posture, and delivery status.

AceTech Development

Founder and Executive Director

October 2018 - October 2022 (4 years 1 month)

Târgu Mureş

- 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.
- Sustained 100% retention during my tenure by strengthening organisational culture and management routines that improved clarity, accountability, and cross-team collaboration in a high-trust environment.
- Built a sustainable talent acquisition and onboarding system with 0 advertising spend and no recruitment agencies, creating repeatable processes and clear role expectations
- 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

- Designed and built the first versions of the CasinoCoin crypto wallet across mobile and desktop (UX + implementation), translating product vision into a usable, shippable experience.
- The solution was stable with 1,000 transactions per second with 3–5 second confirmations.
- Early team member helping define the core wallet concept: one wallet usable across multiple gambling games and providers, enabling crypto payments with a focus on trust, safety, and speed of payouts.
- Researched predictive AI concepts to improve wallet experience and decisioning (e.g., personalization, risk signals, smarter flows), exploring how ML could strengthen usability and user confidence. (CSC had a market capitalization ≈\$40 million USD at that time.)

Flutter Entertainment

Senior Manager UX/UI

September 2015 - May 2017 (1 year 9 months)

London Area, 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 (we reached beta in 6 months after day 0).
- 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)

Bihor, Romania

- Owned UX direction across a portfolio of 50+ country-specific business directories (e.g., cylex.de, cylex-usa.com), balancing a shared core experience with local market requirements.
- Led and mentored a team of designers, setting a clear quality bar, review cadence, and delivery rhythm across multiple parallel products.
- Drove a research-to-shipping loop: planned and ran usability studies (moderated testing, feedback loops, analytics-informed reviews) and translated findings into concrete product changes.
- Standardised UX patterns and interaction conventions across markets to reduce inconsistency, speed up iteration, and keep experiences coherent as the portfolio scaled.
- Partnered closely with engineering and product stakeholders to align on requirements, user flows, information architecture, and release scope for incremental improvements.
- Supported adjacent products beyond directories, including job portals (e.g., jobs.cylex-uk.co.uk) and a WYSIWYG website builder (mycylex.co.uk), improving onboarding and core task flows to help users get to value faster.

Editura FarmaMedia

Designer, typography expert and book illustrator

2007 - 2008 (1 year)

Mureș, 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)

Mureș, 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 Mureș

Research Doctorate - Artificial Intelligence , Informatics · (October 2018 - July 2028)

Universitatea „Petru Maior” din Târgu-Mureș

Master's degree, Graphics and Industrial Design (Grafică și 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)