Peter W. Szabo

peter@kaizen-ux.com • +40 754 94 74 74 • www.linkedin.com/in/wszabopeter

PROFESSIONAL SUMMARY

AI & Product Leader with 21 years hands-on experience across UX, engineering, and ML-still coding production agentic AI (LangGraph/LangSmith) while leading organizational transformation, a rare combination that bridges technical credibility with VP-level strategy. Scaled organizations from 0->40+ people with 100% retention while simultaneously delivering consumer AI product to 400K users across 150+ countries in 60+ paying subscriber markets, demonstrating simultaneous capability in team scaling and product-market fit at scale. Architected production ML platforms, data architectures, and real-time analytics infrastructure (MongoDB/SQL/Kafka/NATS/Vector DB, 1000 TPS wallet systems) with MLOps governance and EU AI Act compliance; deployed LangSmith observability and model governance frameworks across cross-functional teams. Drove organization-wide AI readiness transformation through structured operating models, audit-friendly traceability, and measurable business impact-combining hands-on technical execution with strategic team building and cross-functional alignment at scale.

TECHNICAL SKILLS

Leadership & Strategy: Senior Leadership (Data Engineering), Senior Leadership (AI/ML), Senior Leadership (Large-Scale Platforms), Strategic Planning, Business Strategy Translation
Data Architecture & Platforms: Data Architecture Design & Scaling, Real-Time Analytics Infrastructure, ML Platform Development & Scaling, Vector Databases, Data Pipeline Architecture
AI/ML & MLOps: AI/ML Lifecycle Management, Machine Learning Operations (MLOps), Advanced MLOps Practices, Model Governance, Responsible AI (RAI)
ML Frameworks & Tools: PyTorch, LangChain, LangGraph, LangSmith, HPC
Specialized Domains: Trust & Safety / Fraud Detection Systems, High-Scale Regulatory & Ethical Compliance, Transformation Programs (Strategy/Corporate Development)

PROFESSIONAL EXPERIENCE

Head of Artificial Intelligence | Magic Solutions

September 2025 - Present

- Architected organization-wide AI/ML lifecycle governance framework integrating people, process, and tooling-enabling 8+ concurrent model deployments with standardized MLOps practices
- Accelerated B2G AI project delivery from concept to production in 2 weeks, establishing repeatable deployment and monitoring protocols for 40% faster time-to-value
- Scaled ML engineering capability across 120+ personnel by designing embedded mentoring program and model governance standards-reducing deployment cycle time by 35%
- Established MLOps infrastructure and monitoring frameworks supporting 25+ production models with automated lifecycle tracking, reducing governance overhead by 50%
- Directed technical architecture decisions for AI/ML platform-selecting cloud

infrastructure and deployment tooling that improved model monitoring visibility across 15+ teams

Founder, CEO | Tengrai Artificial Intelligence

October 2022 - August 2025

- Architected end-to-end generative AI platform with continuous model iteration cycles, scaling to 400K users across 150+ countries with 60+ paying subscriber countries
- Orchestrated production deployment pipelines on HPC infrastructure, implementing monitoring and observability systems to enable rapid ship/hold decision frameworks across model releases
- Designed experimentation framework enabling A/B testing at scale, validating ML model improvements across 400K+ user base with statistical rigor and rapid iteration cycles
- Scaled ML platform infrastructure to handle 150+ country deployments, implementing governance and data protection frameworks for compliance across diverse regulatory environments
- Operationalized safety systems translating risk governance into repeatable processes, embedding monitoring and observability into production deployment workflows for continuous model validation

Founder and Executive Director | AceTech Development

October 2018 - October 2022

- 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 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

Blockchain UX Consultant | CasinoCoin

September 2017 - October 2018

- 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
- Delivered stable solution with 1,000 transactions per second with 3-5 second confirmations
- Served as 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

Senior Manager UX/UI | Flutter Entertainment
September 2015 - May 2017

- 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

User Experience Director | whatusersdo.com
August 2014 - September 2015

- 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

User Experience Manager | Cylex

April 2013 - August 2014

- 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

EDUCATION

Research Doctorate - Artificial Intelligence

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

Master's Degree in Graphics and Industrial Design (Grafică și Design Industrial)

Universitatea "Petru Maior" din Târgu-Mureş | June 2008

Bachelor's Degree in Communication and Public Relations

Babes-Bolyai University | July 2007

PROJECTS

User Experience Mapping: Published book on UX mapping methodologies and techniques

The Better Business Book: Volume 3: Contributing author to business book anthology

TEDxTârguMureş: Curate the annual theme and editorial direction; lead end-to-end event delivery from concept to stage, consistently running at full venue capacity (recent editions 300+ attendees after securing an unlimited TEDx license in 2020). Source, select, and coach speakers (≈12/event), translating complex ideas into clear, stage-ready talks without losing technical accuracy; maintain NPS 50+ across recent editions. Own partner and stakeholder relationships, building long-term collaborations and a strong local ecosystem around the event. Lead and retain volunteer teams across logistics, production planning, and on-the-day execution; maintain consistently high quality standards across multiple editions. TEDxTârguMureş talks have reached 20M+ views on YouTube, reflecting strong editorial judgment and consistent execution.