



Bogdan "PET" Petrar

SENIOR PRODUCT DESIGNER

Timișoara, România

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Portfolio: [hire.PET](#)

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Background

I've been building for the web since 2000 and working professionally in digital products since 2007, starting with freelance web development before moving into product design. I enjoy working on complex, messy systems and turning them into something that actually makes sense for the people using them. I think in systems, not screens. I like understanding how things work end-to-end before I design anything, which usually means a lot of stakeholder interviews, on-site visits, process mapping, and getting comfortable with domains I've never worked in before.

My background spans healthcare (NHS), automotive, real estate, and gaming, with a technical foundation in web development, Unity/C#, and AI-assisted prototyping that lets me have real conversations with engineers and build things myself when needed.

Portfolio website here: [hire.PET](#)

Experience

Senior Product Designer / Product Engineer

Sep 2023 - present

[The Access Group](#) · UK (Remote)

Part of the Health & Social Care division, designing clinical software deployed across 28 NHS Mental Health Trusts. Worked on-site in hospitals and ran hundreds of interviews with clinicians, administrators, and product teams to understand how these systems actually get used.

- **MHA** - An independent product within the RIO suite used by administrators to manage the legal process around patients detained under the Mental Health Act: sections, hearings, consent to treatment, patient rights, nearest relatives. My main project. I own it end-to-end: research, feature prioritization, design, and frontend implementation
- **RIO Configuration** - Redesigning parts of the configuration system, including People Management (permissions & user management), clinics configuration, and other areas
- **Patient Flow Manager** - Digital whiteboard for bed management
- **InPatient Management** - Management of wards and the patients on the wards
- **RIO** - Electronic Patient Record, the 2nd most-used EPR in the UK

Across all of these, my work covers research, information architecture, UI design, and building production frontend code using Claude and an internal AI prototyping tool. When design changes affect more than one product, I coordinate directly with PMs across systems to make sure nothing breaks.

[Read the MHA Case Study on: hire.PET/mha](#) →



Senior UX Designer

Feb 2020 - May 2023

Endava · Timișoara, Romania

- Led the design of KIA's Product Pricing System (KPPS) as UX Lead on a 4-person team. KIA's pricing teams across 13 European markets were running entirely through interconnected Excel files with VBA macros. Over 2 months, I mapped their end-to-end process, built the information architecture, and designed a complete React web application with a locking/approval workflow that preserved market flexibility while solving their data integrity problems.
- Designed the configuration module for H&M's new in-house payments portal, replacing SAP Hybris. Built new design system components for admin-facing tools since the existing system only covered the consumer website.
- Contributed to Endava's internal open design system, intended for use across client projects.
- Technical interviewer and career coach for designers at Endava.

[Read the KPPS Case Study on: hire.PET/kpps](#) →

UX Designer

Feb 2019 - Feb 2020

imobiliare.ro · Timișoara, Romania

- Responsible for UX across the full product surface of Romania's #1 real estate platform (40,000+ daily unique visitors): listing pages, search filters, navigation, agent tools, and internal dashboards.
- Revamped MAP, an agent prospecting tool with 10,000 monthly users. The original version was from 2010. What started as a quick UI refresh turned into a deeper redesign after uncovering structural problems through user interviews and workflow analysis.
- Introduced HotJar to the team, shifting design decisions from assumptions to session recordings, heatmaps, and real user data.
- Designed an internal developers dashboard. The team had already voted on features and started building. Through stakeholder interviews and a workshop mapping how QA and developers actually worked, I found their most requested module, an error log, was redundant: bugs already flowed through Git and no one would have acted on raw errors.

UX Designer

Mar 2018 - Jun 2018

New Haircut · Timișoara, Romania

- Designed new features for and/life, a fitness app with meal tracking, exercise tracking, and video workouts. Ran QA before sprint releases.
- Rebuilt the Sketch file into a proper component-based system using Symbols and Nested Symbols, essentially reverse-engineering a design system for handover.

Game Designer & Unity Developer

Aug 2015 - Oct 2017

IC3D Media · Breda, Netherlands & Timișoara, Romania

- Built serious games and architectural visualizations in Unity (C#) and Unreal Engine for VR (Oculus, HTC Vive, GearVR) and tablets. Handled interaction logic, feature implementation, design documentation, QA, and optimization.
- Worked with finite state machines, behavior trees, flow graphs, and Unreal Blueprints. Optimized experiences to run on mobile and VR hardware within strict performance constraints.

