LUCIAN SLATINEANU

AI & Product Design Leader • 0->1 Specialist • Mission-critical UX for Emerging Tech
Top Secret / SCI Clearance • BS in Computer Science
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Visionary design leader with 20+ years of experience creating transformative digital products that fuse emerging technologies with human-centered design. Practicing craftsman, passionate about the intersection of design and AI, fueled by curiosity, discipline, and a strong sense of ownership. Supportive mentor with a proven track record of scaling and empowering multidisciplinary teams while building world-class design strategy and culture aligned with business objectives. Recognized by Business Insider and the Webby Awards for design excellence.

Core Competencies

User Experience • User Interface Design • User Research • Design Systems • Prototyping • Creative Direction • Design Leadership • DesignOps • Product Strategy • Cross-Functional Collaboration • Org Design • AI Integration • Executive Stakeholder Engagement

Select Experience

TEAGUE | Principal Designer | 2025 – present | Future Human-Machine Interaction

- Leading interaction design across defense and autonomy projects, translating complex systems into intuitive, human-centered experiences that enhance decision-making and operational clarity.
- Aligning strategic initiatives across design disciplines, guiding project teams, mentoring designers, and serving as both a trusted partner to clients and the voice of their users throughout the product lifecycle.
- Forging the future of human-machine interaction, shaping next-generation mission critical interfaces rooted in Teague's century-long legacy of designing what's next.

HYPERGIANT | Design Director | 2021 – 2025 | AI/ML Defense Innovation

- Partnered with Product and Engineering leadership to drive human-centered AI solutions for the U.S. Army Robotic Combat Vehicle and U.S. Air Force Command and Control platforms, securing $200M+ in contracts.
- Scaled design org from 6 to 25 designers; implemented cross-functional processes improving delivery speed by 30% and design quality across mission-critical systems.
- Guided design systems adoption and design-led innovation across AI, autonomy, and critical infrastructure initiatives.

CHROME RIVER | Creative Director | 2018 – 2021 | SaaS Transformation

- Directed end-to-end UX and UI transformation for enterprise SaaS platform, contributing to a $1B acquisition by Emburse.
- Implemented scalable DesignOps practices and a centralized design system, reducing design-to-dev handoff errors by 40%.
- Led cross-functional initiatives between Marketing, Product, and Engineering that boosted product adoption by 65% and drove a 3x increase in marketing conversion KPIs.

EMBLEMATIQ | IC Design Director & Founder | 2005 – Present | Studio Consultancy

- Built a boutique design consultancy trusted by Fortune 500 clients including Apple, Chevron, Humana, and Squarespace.
- Assembled and led 20+ project teams, optimizing design workflows and delivering award-winning digital products with measurable business impact.
- Specialized in early-stage go-to-market strategy, design system implementation, mobile and e-commerce solutions, resulting in multiple successful exits and funding rounds.

Earlier Roles

HOBSONS | Lead Designer | 2015 – 2018 | EdTech Innovation

- Spearheaded redesign of a suite of education products and marketing websites, driving 3–10x improvement in key performance indicators including engagement and lead conversion.

RAND MCNALLY | Lead UX Designer | 2014 – 2015 | Smart Hardware

- Directed UX design and user research for OverDryve™, one of the first smart automotive assistants, leading to several product patents and a successful commercial launch.

GROUPON | Senior Product Designer | 2011 – 2014 | E-commerce Growth

- Led a cross-functional acquisition team redesigning user funnels, increasing conversion by 3x through data-driven UX and A/B experimentation.

SIRI / APPLE | Founding Designer | 2009 – 2011 | Conversational AI

- Collaborated with Siri's founding team to refine UX for the first smart voice assistant; Guided UX transition post-acquisition to align with Apple's interaction design standards.

CHANGE.ORG | Founding Designer | 2007 – 2009 | Civic Tech

- Partnered with co-founders to define product strategy and build the world's largest platform for online civic engagement, developing the product's first design system and UX architecture.

Recognition

- National Defense Industrial Association – Panelist: AI for Ground Vehicles
- Business Insider – Best Designers in Technology
- Webby Awards – Official Honoree
- ADP List – Design Mentor
- Published author and speaker

"EXCELLENCE IS A HABIT."