

DORA MAKSZY

EMAIL makszydorka@pm.me

PHONE +47 406 13 533

WEB heydorka.rocks

LINKEDIN /in/makszydora

Design leader with **18+ years** scaling UX from individual craft to organization-wide practice. I build **design teams, systems, and cultures that hold up under growth** — hiring top talent, embedding design in strategic planning, and shipping work that measurably improves the product. Currently redefining what **design leadership means as AI reshapes the craft**, and speaking internationally on the subject.

EXPERIENCE

Element Logic

2024 — Present · Norway

Head of Design

PROMOTED

2025 — Present

- Leading design strategy and team growth as the org scales; hire and develop senior UX talent across an empowered, cross-functional product organization.
- Shape strategy with product and engineering leadership for the agentic design era, driving research-led decisions, design excellence, and stronger designer-developer collaboration while preserving core design expertise.

Senior UX Designer

2024 — 2025

- Owned design strategy for eManager, Element Logic's flagship AutoStore robotics interface, aligning 5 engineering teams around a shared vision — the strategic thinking and cross-team collaboration that led to my promotion into Head of Design.

Design & DesignOps Lead — Futurehome

2022 — 2024 · Norway

- Served as the professional lead for the product design team, setting the standards, processes, and craft bar for the group.
- Coached the team to anchor every decision in solving real user problems — from research through WCAG-compliant delivery in fast agile cycles.

Design Team Leader — VCC:Live

2020 — 2022 · Remote

- Built the design team, design system, and information architecture from zero; hired and mentored a growing UX team.
- Introduced UX research practices and metrics that tied design decisions directly to business outcomes.

EARLIER CAREER — 2007 — 2022 · REMOTE

Senior Product Designer, GoTo/LogMeIn · Senior Project Manager, Supercharge (Ericsson MWC) · Senior Business Analyst & UX Designer, IBM · Development Team Leader, Commsignia · Senior Project Manager, Almotive (Volvo × Nvidia) · Scrum Master & UI Developer, NNG (Nav N Go)

CORE STRENGTHS

Design Leadership

Org & Team Strategy

Hiring & Talent Growth

Design Systems & Ops

Design Craft & Quality

UX Research

Executive Alignment

Cross-functional Strategy

AI-Era Design Strategy

Mentorship & Coaching

THOUGHT LEADERSHIP

20+ international keynotes — NDC, Øredev, TDC, WADWC, React Day Berlin, DDD Europe & more, on design leadership, UX psychology and AI-era design ops.

EDUCATION

MBA

Budapest University of Technology & Economics
2010 — 2013

BA, Business & Marketing

University of Hertfordshire
2004 — 2008