Alexandru Gurgulescu
alexgurgulescu.com | LinkedIn | Xing | Articles
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> Strategic Design Leader with 15+ years of experience specializing in complex SaaS ecosystems and enterprise-grade platforms. Expert in scaling design systems, mentoring design leaders, and integrating agentic AI flows to optimize developer workflows. Proven track record in driving long-term product vision at Bosch, Daimler, and IBM.

Work

09/2023 – Present
Ongoing

BOSCH

Design Manager @Robert Bosch Power Tools

Lead design strategy for Bosch's digital platform, ensuring seamless integration across connected products and services for a global user base.
Implement AI-assisted design processes and agentic flows to increase delivery excellence and shorten time-to-market for SaaS offerings like Bosch OfficeOn.
Ensure that we deliver outstanding and measurable results together with my team and in collaboration with PMs, POs, engineers, and stakeholders.
Apply human-centered design principles & methods in an agile manner within an OKR-driven environment and drive user research strategies and utilize insights to shape long-term product vision and design decisions.

Mentor other design leaders, assist in the hiring process, organize all-hands info-sessions on design leadership topics and passionately contribute to the global Bosch UX community with expertise and know-how.

Products and services that me and my team delivered include:
Bosch OfficeOn | Bosch MeasureOn

09/2021 – 09/2023
2 years

BOSCH

Design Lead | Service Designer @Robert Bosch Power Tools

Shape the digital ecosystem of Bosch Power Tools with innovative digital services and contribute to the expansion of the digital product portfolio with new products and product features.

09/2020 – 09/2021
1 year

DAIMLER TRUCK

Product Design Lead | UX Researcher @Daimler Truck

Nurture a culture of human-centered design for the Daimler Truck digital product portfolio, shape the design strategy and grow the UX practice by mentoring designers, facilitating design guilds and product workshops.

Products and services that me and my team delivered include:
Daimler Truck Fleetboard Portal

07/2019 – 09/2020
1 year 2 months

DAIMLER TRUCK

Product Owner Fleetboard Design System @Daimler Truck

Architected and scaled the Fleetboard Design System, the foundational platform driving the Daimler Truck digital portfolio globally.
Established cross-functional governance and documentation standards to ensure system adoption across multidisciplinary engineering and product teams.

09/2018 – 06/2019
9 months

DAIMLER

Senior Product Designer | UX Researcher @Daimler

Design emergent solutions for the Daimler Truck digital product portfolio.
Contribute to the design community with expertise, facilitation techniques, research and ideation methodologies and overall design-related best practices.

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05/2015 – 08/2018
3 years 3 months

Senior UX Consultant | Design Lead @IBM Interactive Experience

Apply design thinking and human-centred design (HCD) principles and processes to deliver high-end industry-tailored products and solutions for IBM clients. Lead the internal design area of practice by facilitating regular events like design critiques, knowledge-sharing and design mentoring sessions. As a design thinking coach, I facilitate workshops to teach others how to make use of this practice. Assist the hiring process by evaluating candidates in technical interviews.

Products, where I was responsible for design, as featured on Apple, IBM and clients webpages:
Apple Business - BSH success story | IBM – BSH Case Study | NN Smart Agent Mobile App

01/2015 – 04/2015
4 months

Visual Designer @IBM Corporate Design Systems

Design marketing collaterals and UI mockups for internal-usage apps and platforms for a variety of IBM divisions.

09/2012 – 12/2014
2 years 3 months

Digital Marketing Specialist @IBM Germany, Austria & Switzerland

Drive digital marketing activities for the Systems and Technology Group (IBM's Hardware division) for the DACH region. My works spans from strategic planning to various deliverables for the digital marketing touchpoints.

01/2008 – ongoing
project based

Experience Designer, UI Designer, Visual Designer @Project-based/Freelance

Provide design services for small to medium-sized enterprises.

My visual design portfolio can be viewed on Behance.

Certifications

Since 2024	NN/g UX management course: Leading Highly Effective UX Teams
Since 2021	Bosch Advanced Design Training: Managing Service Design & Design Strategy
Since 2020	UXQB Certified Professional for Usability and User Experience (CPUX-F)
Since 2018	Design Thinking Coach (IBM Badge Certification)
2016-2018	Design Thinking Co-Creator, Design Thinking Practitioner, iOS Design Foundation, Agile Achiever and others (view full list of IBM Badge Certifications on Credly)

Public speaking & Training

2024	ADPList BeMore Conference 2024 (+800 attendees) Deck
2019	Usability Testessen Stuttgart "Usability Testing Daimler Trucks Booth"
2017	Impact Hub Bucharest "Design Thinking in an Agile Way" Workshop
2017	DevTalks Bucharest "Designers + Developers = ..." Presentation video
2017	UX Camp Dublin "The good, the bad and the ugly of Enterprise UX" Speakerdeck

Education

Languages	Fluent in English, German and Romanian
2003 – 2009	„Ion Mincu" Architecture, Urban Planning & Design Institute - Bucharest, Romania
1999 – 2003	„I.L.Caragiale" National College - Bucharest, Romania (German Class)
1994 – 1999	„Alexandru Vlahuță" Gymnasium - Bucharest, Romania (German Class)
1990 – 1993	„Hohensteinschule" Primary School - Stuttgart, Germany (3 years)