



Max Balanorcha is a product designer and end-to-end product manager specialising in delivering elegant solutions for complex user flows, from concept to implementation and beyond.

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Strengths & Primary Skills

| Design & Experience Craft                                                     | Strategic Product Thinking                                                 | AI Workflow Implementation                               | Data & Experimentation                                          | Technical Fluency                                      | Leadership                                                 | Communication                                             |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------|--------------------------------------------------------|------------------------------------------------------------|-----------------------------------------------------------|
| End-to-end design (Discovery → Delivery).                                     | Translating business strategy into product vision and experience roadmaps. | Designing AI-powered and human-in-the-loop experiences.  | Product analytics (Amplitude, Mixpanel, GA4).                   | Front-end foundations (HTML, CSS, JavaScript, React).  | Cross-functional workshop facilitation and design sprints. | Strategic storytelling for product and brand vision.      |
| Systems thinking across product, brand, and service touchpoints.              | Defining value propositions, positioning and differentiation.              | Prompt engineering and AI-assisted workflow integration. | Hypothesis-driven design and A/B testing.                       | API-aware design and systems integration thinking.     | Stakeholder alignment and executive-level presentations.   | Executive-ready decks and investor-facing narratives.     |
| Advanced prototyping and interaction design (Figma, Framer, Webflow, Lottie). | Opportunity mapping, prioritisation, and JTBD framing.                     | Rapid concept validation using generative AI tools.      | Funnel optimisation and retention strategy.                     | CMS platforms and no-code ecosystems.                  | Roadmap definition and backlog prioritisation.             | Translating research into clear, actionable direction.    |
| Scalable design systems + cohesive visual direction.                          | Balancing long-term vision with rapid experimentation cycles.              | Designing ethical, transparent AI interactions.          | Synthesising quantitative and qualitative insights into action. | Engineering collaboration for scalable implementation. | Mentorship and design critique leadership.                 | Articulating complex systems with clarity and conviction. |

Experience

 **Multiverse Computing** • 2026

Lead UI/UX Designer

Building the digital foundation for Europe's largest data centre expansion, leading the design of scalable systems and mission-critical interfaces used to manage complex infrastructure. I drive design system architecture across product ecosystems and work cross-functionally with engineering and product teams to translate technical complexity into intuitive, high-impact user experiences.

/Agency

Contracted by leading studios to deliver high-impact digital products for global brands including Nike and Google, contributing to UX/UI, IA, and design systems across major app redesigns to drive engagement, and retention at scale

- Examples available upon request

 **Olbar Technologies** • 2018 – 2025

Principal Product Designer

As Principal Product Designer at Olbar Technologies, I lead the design and delivery of products from concept through to launch. My work spans product strategy, user experience design, and design system development, translating emerging AI capabilities into intuitive, engaging experiences for end users. Working closely with founders, engineers, and cross-functional teams, I help define product direction, validate opportunities, and deliver scalable solutions that balance business objectives with user needs.

 **Clay** • 2020 – 2025

UI/UX Designer

I designed end-to-end digital products for enterprise clients and tech startups, translating complex strategy into intuitive UX and high-craft visual UI. Working in tight, cross-functional pods, I build scalable design systems and next-generation web ecosystems, leveraging modern interaction models and emerging tech to deliver future-proof digital experiences.

/Freelance

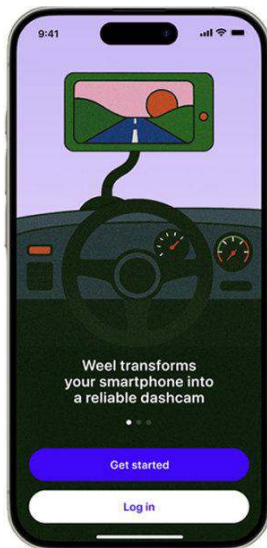
Independent projects undertaken directly with clients, spanning strategy, product design, and product management.

 **Weel**

Design

Advisor

Drove 0—1 for the core capture and claims journey in an AI dashcam app, embedded with the startup team. Mapped JTBD, designed FNOL flows end to end, authored production-ready specs, paired tightly with engineering on tickets, QA, and iterations, reduced friction and lifted completion rates.



 **Yubo**

Design

Concepted and designed Buddy AI for Yubo, a premium, context-aware companion featuring three playful non-human personas offering real-time advice and icebreakers. Integrated via subtle in-app overlays, built native onboarding and chat flows, implemented safety guardrails, and defined retention + Yubucks monetisation KPIs to drive paid engagement.



 **Oncio**

UXR

Design

Advisor

Designed a mobile app for Synthesis Oncology Clinic, mapping their treatment process into an intuitive mobile format. Employed a user-centered design approach to create wireframes, incorporating key features derived from user research and feedback. Iterated on the design to refine UX/UI and deliver a seamless experience. The result: a comprehensive, patient-friendly app that streamlines the entire treatment journey.



 **Karbonomics**

Design

Advisor

Defined v1 and led design for a consumer carbon-tracking and spending-insights product. Shaped scanning and receipt-parsing flows, introduced actionable budgets and weekly goals, established a reusable design system and delivery rhythm, shipped a polished MVP that improved activation and weekly engagement.



 **Ash**

Design

Architected the product vision and prototype for an AI-enabled schema therapy coach. Designed assessments, personalized plans, and voice or text sessions with journaling and progress insights, set privacy-by-design foundations, produced clickable prototypes and specs that accelerated stakeholder alignment and de-risked build.

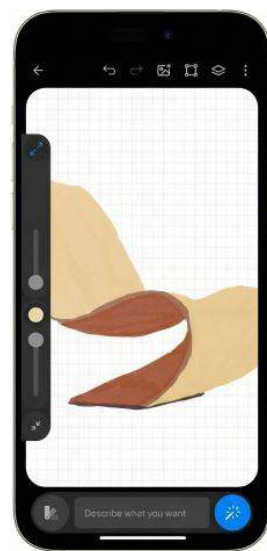


 **Wand**

Design

Advisor

Architected a future-facing UI for Wand.app, an AI art platform, designing a frictionless drag-and-drop journey with real-time style transfer and instant previews. I enabled creator-specific model training for personalized outputs, accelerating iteration and unlocking expansive creative exploration.



Education

 **Central Saint Martins**

Product and Industrial Design

First Degree Hons.

Formal training in Product Design at Central Saint Martins, University of the Arts London, grounding creative exploration in practical design thinking.

 **Apple**

Product Design Associate

12-month program with Apple's International Human Interface Design team to create intuitive and elegant solutions.