
Sergiu Levinta

Principal Product Designer

Product UX/UI, automotive HMI, design systems and AI integration

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[Portfolio](#)

[LinkedIn](#)



PROFILE

20+ years across digital products, automotive and energy interfaces, motion and brand. Concept to production-ready delivery, with AI integrated into the design workflow. Recognised with Red Dot “Best of the Best” and Design S.

EXPERIENCE

Levin Design AB

2026–now

Founder & Principal Product Designer, Gothenburg

Independent product design practice: UX/UI, design systems and AI adoption.

Cliff Design

2018–2026

Lead UX/UI Designer & AI Integrator, Gothenburg

UX/UI, motion, brand and design systems for digital products. Clients include Victron Energy (Venus OS, GX Touch), Maurten, Texray, Sail Racing and ES Energy Save. AI-agent design system sprint: health score 71 → 90.

Volvo Cars

UX/HMI Design Consultant via Cliff Design, 2018–2021

In-vehicle HMI from concept to production: infotainment, driver display and HUD.

Interaction logic, visual design, prototyping and the HMI design system.

The Techno Creatives

2014–2017

Senior Creative Designer, Gothenburg

Creative direction, UX/UI and motion for interactive products and campaigns.

Elektron Overbridge: Red Dot “Best of the Best” and Design S 2016.

Earlier career

2004–2012

iOS UI, freelance design, illustration and web, educational animation

EXPERTISE & TOOLS

UX/UI, HMI, Design systems, AI integration, Creative direction, Brand, Motion

Figma, Claude and other AI tools, Flora.ai, Adobe Creative Suite, After Effects, Spline 3D, Framer, Notion

EDUCATION

Graphic Design & 2D Animation

Professional practice course, 2003–2005

Moldova State University

Bachelor of Laws, Penal Law, 1998–2003

LANGUAGES

English (professional)

Swedish (learning)

Romanian and Russian (native)