

Roman Burič, PhD.

Product designer and psychologist

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Bratislava, Slovakia



Product designer with a PhD in the psychology of decision-making and 7+ years of experience turning behavioral research into digital products. Every project I work on starts from a deep understanding of how people make decisions.

Selected work

- **Building and launching Slovakia's first online life insurance product, exceeding take-up expectations by 300%.**
I led the client and consulting teams through delivery and owned the strategy and the full UX end to end — from research and funnel design to plain-language copy defended in compliance review.
- **Designing new app features for a major bank to make housing less painful.**
I led the project end to end — managing stakeholders, running the research, co-leading client workshops and brainstorming sessions, and designing the final prototypes myself.
- **Redesigning an online tax filing tool.**
I led the UX and content strategy end to end, proposed specific UI changes, and led both client and consulting teams through execution.

Full case studies at romanburic.com

Experience

Mindworx — Behavioral consulting 2018 — present

UX & Product Design Lead 2023 — present

Senior Behavioral Consultant & Copywriter 2020 — 2023

Junior Behavioral Consultant 2018 — 2020

InsideBE — Behavioral science publication 2021 — 2023

Skills

Design	Figma, prototyping, user flows, information architecture, UX writing and content design
Psychology	customer decision making, cognitive biases in UI, mapping decision-making processes, behavioral principles in UI and copy
Research & validation	qualitative interviews, behavioral diagnostics, A/B and multivariate testing, experiment design
Working with people	workshop facilitation, stakeholder and compliance management, client-side delivery

Education & training

PhD in Psychology 2020 — 2023

Institute of Experimental Psychology, Slovak Academy of Sciences.

Focus: individual differences in intuitive and analytical decision-making.

MA in Psychology 2018 — 2020

Department of Psychology, Faculty of Arts, Comenius University in Bratislava.

Certifications

Psychology of UI Design — Growth.Design inc. 2026

Product Psychology Masterclass — Growth.Design inc. 2024

Certified UX Design Training — Slovak User Experience Association. 2023

Writing & speaking

- Writing popular articles on behavioral economics and customer psychology for InsideBE.
- Author of Mindhack newsletter.
- Facilitating consumer psychology training programs for client teams.

What I excel at

- Leading projects end to end and managing stakeholders, from first workshop to final delivery.
- Leading design teams as well as cross-functional teams made up of people from different roles and backgrounds.
- Working in blended teams as an external/internal expert during product discovery, alongside in-house UX and product teams.
- Ideating and designing new product solutions grounded in real customer needs.
- Content design for projects focused on sales, conversion, customer experience, product building and communication strategy.