

George Emil Mihai



I am a designer with background in engineering, cognitive science and a PhD student in philosophy researching the impact of AI in people's lives. My work combines design practice with academic research to design products which produce a positive systemic societal impact. I thrive in ambiguous environments where uncertainty, questions and unsolved puzzles are the norm.

[Portfolio](#)

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[Blog](#)

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2026 – Present

EXPERIENCE

Designer & Researcher

Poiesis Lab

- Researching how technology shapes attention, decisions, and well-being;
- Designing frameworks, systems, and design artifacts that reduce uncertainties for partners who design a brand, service, or product;
- Writing about the impact of technology on the personal and societal levels.

2023 – 2026

Product Designer

MultiversX Labs

- Designing cross-product features to improve the interoperability across the application ecosystem in order to decrease the cognitive load for a user base that grew from 2M to over 9M within that period;
- Researching insights to identify features or product opportunities and reduce uncertainties while making product development decisions;
- Exploring speculative design opportunities to position MultiversX Labs at the frontier of innovation in the fintech, Web3, and AI industries;
- Creating the design system to increase the strategy time and decrease the execution time across development and design teams.

2020 – 2021

Product Design Leadn

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- Leading the design of cross-application features to reduce the cognitive load for partners using the low-code blockchain module.
- Improving the design system to increase time spent on strategy and to reduce time spent on execution for both development and design teams.
- Writing technical specifications for technical teams based on the needs of our partners.

2018 – 2020

Product Design Lead & Business Analyst

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- Designing the 3-application ecosystem from scratch as part of a 2-person founding team;
- Leading discovery sessions with Finance, Logistics, Customer Care, and Sales to translate their operational workflows and business requirements into functional and technical specifications;
- Bridging business, technical, and user perspectives throughout the 0 → 1 product development process.

2017 – 2018

Business Analyst

Teamnet

- Creating user stories, user journeys, and flow diagrams to translate abstract business requirements collected from NATO's management team into concrete technical specifications for our development and testing teams.

EDUCATION

2026 – Present

Doctor in Philosophy

Faculty of Philosophy, University of Bucharest

2024 – 2026

Master of Arts in Cognitive Science

Faculty of Philosophy, University of Bucharest

Thesis: Cognitive Centered Design - An ethical framework for fiduciary adaptive systems

2012 – 2017

Bachelor of Science in Electronics and Telecommunications Engineering

Faculty of Electronics, Telecommunications and Information Technology, Politehnica University of Bucharest

COURSES

2026

Creative Director

Dani Macarie, Creative Director at Ogilvy:

<https://skvot.ro/course/79-creative-director>

2026

Ethics of AI

University of Helsinki: <https://ethics-of-ai.mooc.fi/>

2020 – 2021

User Experience Design

Interaction Design Foundation: <https://ixdf.org/>

MENTORING

2025 – 2026

Mentor & Designer

Production by Product Makers Romania

Mentored teams to improve the fact-checking flow of Rise Project Romania.

2025

Mentor

Innovation Labs 2025 by Innovation Labs Romania

Mentored early-stage startups during Innovation Labs 2025.

2023

Mentor & Designer

Let's Do It, Romania!

Enabling over 250,000 volunteers to make Romania cleaner.