

Adrian Radic

UX & UI Designer + Creative Support

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I'm a UX & UI Designer with 10+ years of experience in enterprise B2B and SaaS product

design, having worked in end-to-end design processes across multiple teams and businesses, spanning from pre-sales and discovery through launch and iterative improvement.

Most frequent projects focused on digitalization, modernization of complex legacy projects, improvement of enterprise applications, responsive adaptation for mobile contexts and workflows, and UI reviews towards UI consistency, UX effectiveness, and Accessibility standards.

My workflow is collaborative, partnering with Product, Development, and Support teams across diverse sectors including finance, healthcare, scientific event management, education, transportation.

Focus areas that I would like to expand and improve are inclusion and accessibility, as well as balancing the human centered focus and approach with product oriented pragmatic strategies.

PROFESSIONAL EXPERIENCE

UX & UI Designer

Mar 2018 – May 2025

CTI Meeting Technology | Vienna, Austria - Chicago, USA

Conference management software with solutions for abstracts, speakers, and sessions for global scientific and professional associations

- Sole UX designer - partnered with Product, Development, Customer Support, and Training teams to modernize the legacy UI and deliver new functionality, maintaining market leadership for this decades-old company;
- Accessibility review/audit for minimum WCAG AA compliance, with additional overlaid support;
- Considering Pareto, focused design efforts on the few use cases that caused most of support time, successfully reducing support tickets and time spent on support tasks;
- Built style guide, with custom icons and component details - paired with a technical component library, to ensure consistency and streamline development processes;
- Led UX discovery initiatives including workshops, user interviews, journeys and flows, mind-maps and taxonomies, wireframing, and interactive prototypes for stakeholder review and user testing;
- Used specific/punctual surveys, and passive surveys like NPS and SUS, along with analytics for guidance and assurance;
- Provided UI development support and conducted task reviews to ensure design fidelity throughout implementation;
- Utilized Miro, Sketch, Zeplin, Figma, Maze, Xmind, and SurveyMonkey for research, design, and team collaboration.

UI & UX Designer

Feb 2011 – Mar 2018

ISDC → Endava | Cluj-Napoca, Romania

Software development company serving clients in Netherlands, Germany, Switzerland, and UK - across sectors like banking, insurance, education, healthcare, and more. Acquired by Endava in 2016.

- Delivered UI design, UX prototyping, pre-sales support, and UI implementation guidance for multiple international clients;
- Besides user interviews and workshops, used analytics and occasional dedicated surveys to verify and assist effort.
- Following the Endava acquisition in 2016, expanded expertise into deeper UX research, including personas, workshops, user flows, and journey maps;
- Created iterative UI designs in an agile environment for B2B SaaS clients across finance, insurance, telecommunications, media, technology, and retail sectors;
- Developed multimedia assets to support internal process documentation and knowledge sharing initiatives;
- Co-built UX community and processes, and spread company-wide awareness - resulting in more involvement of UX roles in projects and better quality of deliveries.

GUI Designer & Front-End Developer

May 2010 – Jan 2011

Vimore Soft | Cluj-Napoca, Romania

- Developed HTML/CSS interfaces, with entry-level JavaScript and PHP - for small companies;
- Tested and optimized for cross-browser compatibility, W3C validity, and design fidelity;
- Prepared front-end for Symfony framework and CMS integration (Drupal, WordPress).

Web Designer & Front-End Developer

Jun 2007 – Feb 2010

Pixelwerk | Iasi/Cluj-Napoca, Romania

- Web/UI design for dynamic web pages for small to medium German or Romanian companies (B2B);
- Created animations and developed HTML/CSS;
- Used either WordPress or an inhouse iterated proprietary CMS system;
- Collaborated with developers for UI implementation support.

Print Design, Pre-Press & Creative Services

2000 – 2007

Various Organizations | Tg. Mures/Iasi, Romania

- **Print Design & Pre-Press**
Digital printing services, CMYK separations, layout preparation using Adobe InDesign, Photoshop, and Corel Draw;
- **Creative Volunteer**
Design and promotional materials for cultural events including web design, print layouts, photography, and advertising;
- **IT Support & Education**
Computer education, network administration, and website development.

PERSONAL PROJECTS

Interactive Survey Tool

Initially experimenting with AI for myself. After positive reactions, decided to continue developing it as a tool for research, feedback, community or team alignment. Has an admin area where surveys can be created and managed.

→ Demo - World needs → 2nd demo - UX Vienna Colabs

Journaling and Psychological Wellbeing Tool

A self or assisted psychological help tool. For now starting with a mood tracker. The vision is detailed in Miro and iteration is gradual, but you can already create a free account and see your mood timeline as you log it, easily navigable via a mini-map.

→ View live demo

SKILLS & TOOLS

UX Research & Strategy

Product & Design

- Discovery & ideation/envisioning
- Workshops like Design Sprint/Working Backwards
- User Journeys & Personas
- User Testing/Interviews
- Surveys & other Qualitative/Quantitative methods
- Taxonomy & Mind-Mapping
- Wireframing & Prototyping

- UI Design & Style Guide
- Design System
- Interactive Prototypes
- UI Development Support
- UI Task Reviews
- Graphic & Print Design
- Brand/Identity Design

Creative & Multimedia

- Photography & Videography
- 2D Animation, Entry-level 3D
- Assistance for GIS Mapping (Arc GIS Pro/qGIS/FME)

Tools

Figma, Miro, Sketch, Framer, Adobe CC, Fathom, Maze, Dovetail, XMind, Notion, Microsoft 365, Jira, OBS Studio, iWork AI, V0, Lovable, Claude

& more

EDUCATION

English Pedagogy - College

2000 – 2003

Petru Maior University, Tg. Mures, Romania

Completed all semester exams - postponed final diploma exam; advanced English proficiency

Computer Science Attestation

2004 – 2005

Community University of Tg. Mures

Professional certification for computer-related services

Additional Studies (Non-Enrolled Coursework)

2015 – 2016

Anthropology - Bachelor

2012 – 2015

Babes-Bolyai University, Cluj-Napoca, Romania

Cultural awareness and diversity, social constructs, social mobility and inclusion

Graphic Design - Bachelor

2008 – 2010

University of Arts and Design, Cluj-Napoca, Romania

Visual design principles, design diversity and fairness, semiotics

Cognitive Behavioral Psychology - Masters

Babes-Bolyai University, Cluj-Napoca, Romania

Critical thinking, bias awareness, expectation management, neurologic context

LANGUAGES

English: Advanced/Fluent

Romanian: Native

German: Elementary to Intermediate (A2-B1)