



## Contact

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## Skills

- Quantitative and Qualitative input
- Workshops, Design sprints
- Personas, Flows, Journeys
- Taxonomies, Info. hierarchy
- Wireframes, Drafts iteration
- Prototypes, User testing
- Design system, UI review
- HTML and CSS support
- Print layout and design
- Photography, Videography & more

## Tools

- Figma, Miro, Sketch, Framer, Dovetail, Fathom, Maze
- AI: v0, Lovable, Claude
- Notion, Microsoft 365, Jira
- Adobe CC, OBS Studio, iWork, & more

## Languages

- English (advanced)
- Romanian (native)
- German (beginner)

## Hobbies

- Arts & entertainment
- Coffee-philosophy
- Hiking & photography
- Basketball & Swimming

# Adrian Radic

## UX & UI Designer + Creative Support

Aiming to create positive impact through thoughtful, human-centered efforts, inclusion and accessibility. Creative abilities aid not just UX discovery and envisioning but also for contributing to internal processes and company culture, having worked in enterprise contexts for 10+ years - B2B/SaaS.

## Experience

### UX & UI Designer

CTI Meeting Technology • Vienna, Austria • 2018 - 2025

Sole UX role or lead, owned the end-to-end design process (B2B, SaaS); Modernization of a complex legacy enterprise system - WCAG AA compliant; Defined the workflow and partnered with Product, Dev, and Support; UX discovery and envisioning for new functionality, as well as for improving existing flows - e.g. Pareto approach to support tickets and time on tasks.

### UX & UI Designer

ISDC > Endava • Cluj-Napoca, Romania • 2011 - 2018

Iterative UI design in an agile environment (B2B, SaaS, Enterprise); UI review and support for implementation; Envisioning and prototyping based on requirements, pre-sales support; Multimedia support for efforts to discuss, improve and spread the company's processes and best practices; In 2016 ISDC was acquired by Endava. Due to wider exposure, my tasks delved deeper into UX research with personas, workshops, user flows, journeys and more.

### Web & Print Designer

Several employers • Tg.Mures/Iasi/Cluj-Napoca, Romania • 2004 - 2011

Design and Front-end for an internet marketing services provider (B2B); Pre-press and offset - CMYK and digital printing (B2B and B2C); Digital assistance, using photography and/or scanning (B2C); Multimedia support for drama shows, artistic/cultural and social events production (NGO); IT support & education (NGO).

## Education ○ formal and ○ informal

### Anthropology - Bachelor

Babes-Bolyai University • Cluj-Napoca • 2015 - 2016

*Informal study (not enrolled).* Importance of cultural awareness and diversity, biases, and social and cultural constructs; ways of social studies and statistics, importance of social mobility and cultural inclusion (1 year + selective courses).

### Graphic Design - Bachelor

University of Arts and Design • Cluj-Napoca • 2012 - 2015

*Informal study (not enrolled).* Visual design heuristics, Diversity and fairness of design, Semiotics (3 years).

### Cognitive Behavioural Psychology - Masters

Babes-Bolyai University • Cluj-Napoca • 2008 - 2010

*Informal study (not enrolled).* Critical thinking, awareness and management of expectations and biases, conflict management (2 fragmented years).

### English Pedagogy - College

Petru Marior University • Tg. Mures - English • 2000 - 2003

*Completed all semester exams, postponed the diploma exam.* Improved my English.