



## 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 Designer + Creative Support

10+ years in an Agile Enterprise environment - B2B/SaaS.  
Focused on collaborative human-centered efforts. Creative abilities aid not just UX discovery and envisioning but also continuous improvement of internal processes and company culture.

## Experience

### UX & UI Designer

CTI Meeting Technology • Vienna, Austria • 2018 - 2025  
Sole UX role or lead, owned end-to-end design process (B2B, SaaS);  
Modernization of a complex legacy enterprise system - WCAG AA compliant;  
UX discovery and envisioning for new functionality;  
Improved existing flows and reduced 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;  
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 Mariciu University • Tg. Mures - English • 2000 - 2003  
*Completed all semester exams, postponed the diploma exam.*  
Improved my English.