



Adrian Radic

Enterprise UX Designer & Creative Support

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Extended experience in enterprise B2B and SaaS product design. Lead or collaborated on end-to-end design processes, from pre-sales and discovery through launch and optimization. Focused on digitalization, modernization of complex legacy projects, improvement of enterprise applications, responsive adaptation for mobile contexts and workflows; UI reviews towards consistency, UX effectiveness, and Accessibility standards. My workflow is collaborative across roles and departments, in diverse sectors including finance, healthcare, scientific event management, transportation, education, and others. I want to improve towards inclusion and accessibility, and balance product oriented pragmatic strategies with a human centered focus and approach.

PROFESSIONAL EXPERIENCE

UX & UI Designer

Apr 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.

Impact: Modernized legacy enterprise UI, maintained market leadership, reduced support workload, and established design standards and collaboration process.

- **Role & Collaboration:** Sole UX designer, partnered with Product, Development, Customer Support, and Training teams to deliver new functionality across the full design process;
- **Design System:** Built style guide with interaction patterns, custom icons, and UI component details, paired with technical component library, to ensure consistency and streamline development;
- **Accessibility:** Conducted accessibility review/audit achieving minimum WCAG AA compliance;
- **UX Insights & Ideation:** Research and envisioning with qualitative and quantitative methods. Led discovery and ideation initiatives including workshops, user interviews, user journeys and flows, mind-maps and taxonomies, wireframing, and interactive prototypes for stakeholder review and user testing. Used targeted surveys, UpVote, and passive measurement (NPS, SUS) per component - combined with analytics for guidance and validation;
- **Support Reduction:** Considering Pareto, focused design efforts on the critical use cases causing majority of support time, successfully reducing support tickets and support task duration;
- **Implementation:** Provided UI development support and conducted task reviews to ensure design fidelity throughout implementation;
- **Tools:** Miro, Sketch, Zeplin, Figma, Maze, Xmind, and SurveyMonkey, and more for research, design, and team collaboration.

UI & UX Designer

Feb 2011 – Mar 2018

ISDC → Endava | Cluj-Napoca, Romania

ISDC was a 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.

Impact: Co-built UX community and processes company-wide, expanded UX involvement and maturity, improved the quality of releases, and delivered UI/UX services for multiple international B2B SaaS clients across diverse sectors.

- **Client Work:** Pre-sales workshop support, iterative UI design, wireframing and prototyping, iconography, UI audits, front-end UI task reviews to ensure consistent UI components, and UI implementation guidance - for multiple international clients across banking, insurance, education, transportation, healthcare, and others;
- **UX Tools & Methods:** Beyond user interviews and workshops, used analytics and occasional dedicated surveys to verify and guide efforts. Following Endava acquisition, extended usage of personas, workshops, user flows, and journey maps;
- **Agile Delivery:** Created iterative UI designs in agile environment for B2B SaaS clients;
- **Knowledge Sharing:** Developed multimedia assets supporting internal process documentation and knowledge sharing initiatives.

GUI Designer & Front-End Developer

May 2010 – Jan 2011

Vimore Soft | Cluj-Napoca, Romania

Impact: Delivered standards-compliant, cross-browser compatible interfaces for small companies.

- **Development:** Developed HTML/CSS interfaces with entry-level JavaScript and PHP for small companies;
- **Quality Assurance:** Tested and optimized for cross-browser compatibility, W3C validity, and design fidelity;
- **Framework Integration:** 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

Impact: Designed and developed web interfaces for small to medium German and Romanian B2B clients, supporting marketing and business needs.

- **Web Design:** Iterative Web-design in Photoshop, Illustrator, and Xara Xtreme Pro; also created and embedded GIF and Flash animations.

- **Front-End Implementation:** Developed HTML + CSS with transitions, mostly in Dreamweaver; used WordPress or an in-house proprietary CMS;

- **Collaboration:** Worked with developers for UI implementation support and CMS integration.

Print Design, Pre-Press & Creative Services

2000 – 2007

Various Organizations | Tg. Mures/Iasi, Romania

Impact: Provided design, technical, and educational services across print, web, and IT domains for businesses and cultural organizations.

- **Print Design & Pre-Press:** Digital printing services, CMYK separations, layout preparation using Adobe InDesign, PageMaker, Photoshop, Illustrator, XaraX, 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 like the two below can be created and managed.

→ Consider World Needs → UX Vienna Collab Ideas

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.

→ Start journaling

SKILLS & TOOLS

UX Research & Strategy

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

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: Claude, Lovable, v0, others & more

EDUCATION

English Pedagogy - College

2000 – 2003

Petru Maior University, Tg. Mures, Romania

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

European Computer Driver Certificate

2004 – 2005

Community University of Tg. Mures

Professional certification for computer-related services

Additional extensive studies (Non-Enrolled Coursework)

2015 – 2016

• Anthropology - Bachelor

Babeș-Bolyai University, Cluj-Napoca, Romania

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

• Graphic Design - Bachelor

University of Arts and Design, Cluj-Napoca, Romania

Visual design principles, design diversity and fairness, semiotics

• Cognitive Behavioral Psychology - Masters

Babeș-Bolyai University, Cluj-Napoca, Romania

Critical thinking, bias awareness, expectation management, neurologic context

LANGUAGES

English: Advanced/Fluent

Romanian: Native

German: Beginner to Intermediate (A2)