

Adrian Radic

UX Generalist | Processes & Creative Support

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SUMMARY

7+ years of 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. Collaborative workflow across roles and departments, in diverse sectors including finance, healthcare, scientific event management, transportation, education, and others. Aiming to balance product-oriented pragmatic strategies with a human-centered focus and approach, deepening practice in accessibility and inclusive design.

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:** Applying the Pareto principle, 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, SurveyMonkey, and more.

UX & UI Designer Feb 2011 – Mar 2018

ISDC / Endava | Cluj-Napoca, Romania

ISDC was a software development company serving clients in The 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:** User interviews, workshops, analytics and occasional dedicated surveys to verify and guide efforts. Following Endava acquisition, extended experience with: personas, workshops, user flows, and journey maps.
- **Agile Delivery:** Created iterative UI designs in agile environment for B2B SaaS clients.
- **Continuous Improvement:** Attended trainings and workshops on Agile Methodology, Stakeholder Management, Team Leading and Dynamics, and Self Development.
- **Knowledge Sharing:** Created multimedia assets supporting internal process documentation, standards and best practice debates, 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.
- **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; created and embedded GIF and Flash animations.
- **Front-End Implementation:** Developed HTML and CSS with transitions 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 CorelDRAW.
- **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.
- **Courses & Workshops:** Studio + Product Photography (2 weeks + 2 days), Cinematography (2 days).

PERSONAL PROJECTS

Interactive Survey Tool

Built initially for personal AI experimentation, evolved into a shareable tool for research, feedback, community or team alignment. Has an admin area where surveys can be created and managed.

Consider World Needs → worldneeds.vercel.app

UX Vienna Collab Ideas → worldneeds.vercel.app/ux?s=c599b09234

Journaling and Psychological Wellbeing Tool

A self or assisted psychological help tool. The vision is documented in Miro and iteration is gradual. You can already create a free account and see your timeline as you log it, easily navigable via a mini-map.

Start journaling → preview--mood-sketch-buddy.lovable.app

SKILLS & TOOLS

UX Research & Strategy

Discovery and insight, ideation and envisioning; Workshops (Design Sprint, Working Backwards); User Journeys and Personas; User Testing and Interviews; Surveys and Qualitative/Quantitative methods; Taxonomy and Mind-Mapping; AI-assisted research start and data analysis

Product & Design

Style Guide and Design System; Iterative Wireframing, Low to High Level Drafts; UI Development Support; UI Heuristics, Usability and Accessibility review; Support for Requirements documentation; Front-end Development support (HTML and CSS); UI Task Reviews; Stakeholder Management; Agile methodologies; Support for decisions and prioritization; Graphic and Print Design; Brand and Identity Design

Creative & Multimedia

Photography and Videography; 2D Animation, Entry-level 3D; Assistance for GIS Mapping (ArcGIS Pro, qGIS, FME)

Tools

Figma, Miro, Sketch, Framer, Adobe CC, Fathom, Maze, Dovetail, Xmind, Notion, Microsoft 365, Jira, OBS Studio, iWork; AI tools: Claude, Lovable, v0, and others

EDUCATION

English Pedagogy - College 2000 – 2003

Petru Major University, Tg. Mures, Romania

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

European Computer Driving Licence 2004 – 2005

Community University of Tg. Mures

Professional certification for computer-related services

Additional Extensive Studies (Non-Enrolled Coursework)

- **Anthropology - Bachelor 2015 – 2016**
Babes-Bolyai University, Cluj-Napoca, Romania
Cultural awareness and diversity, social constructs, social mobility and inclusion
- **Graphic Design - Bachelor 2012 – 2015**
University of Arts and Design, Cluj-Napoca, Romania
Visual design principles, design diversity and fairness, semiotics
- **Cognitive Behavioral Psychology - Masters 2008 – 2010**
Babes-Bolyai University, Cluj-Napoca, Romania
Critical thinking, bias, behavior, expectation management, neurologic context

LANGUAGES

English: Advanced/Fluent

Romanian: Native

German: Beginner to Intermediate (A2)