

# Adrian Radic

## UX/Product Designer & Creative Support

10+ years in Agile enterprise environments — B2B/SaaS. Focused on collaborative, human-centered design across diverse sectors and international teams. 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 and lead UX designer, owned end-to-end design process (B2B, SaaS).
- Modernization of a complex legacy enterprise system — WCAG AA compliant.
- Built design system: style guide, interaction patterns, component library.
- UX discovery and envisioning — workshops, interviews, journeys, prototypes.
- Reduced support tickets and task duration via Pareto-focused design efforts.

### UX & UI Designer

ISDC › Endava • Cluj-Napoca, Romania • 2011 – 2018

- Iterative UI design in an agile environment (B2B, SaaS, Enterprise).
- Co-built the UX community and processes, growing company UX maturity.
- Delivered UX services across teams, projects, and international clients.
- UI review and CSS support — improved delivery quality and design fidelity.
- Envisioning and prototyping based on workshops, interviews, and requirements.
- Collaboration and support across departments and project stages from zero to delivery.
- Continuous Improvement focused on Agile Methodology, Stakeholder Management, Team Leading & Dynamics, and Self Development.

### Web & Multimedia Designer

Pixelwerk, Vimore Soft & others • Iasi, Cluj-Napoca, Romania • 2007 – 2011

- Designed and developed standards-compliant, cross-browser compatible interfaces for small companies.
- Iterative Web-design in Photoshop, Illustrator, and Xara Xtreme Pro; also created and embedded animations.

### Multimedia & Print Designer

Various organizations • Tg. Mures / Iasi, Romania • 2000 – 2007

- Web design and front-end development (HTML, CSS, WordPress).
- Pre-press, CMYK separations, and digital printing for B2B and B2C clients.
- Multimedia and photography support for cultural events and NGOs.
- Courses & Workshops: Studio + Product Photography (2 weeks + 2 days), Cinematography (2 days).
- IT support and education for children and staff – NGO facility.

## Education • formal ○ informal

### English Pedagogy — College

Petru Maior University • Tg. Mures • 2000–2003

Completed all semester exams; postponed diploma exam.

### Cognitive Behavioural Psychology — Masters

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

Informal. Critical thinking, bias & expectation management.

### Graphic Design — Bachelor

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

Informal. Visual heuristics, diversity of design, semiotics.

### Anthropology — Bachelor

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

Informal. Cultural awareness, social constructs, inclusion.



## Contact

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## Skills

- Human-centered UX Processes
- Quantitative & Qualitative input
- Workshops, Design sprints
- Personas, Flows, Journeys
- Taxonomies, Info. hierarchy
- Wireframes, Drafts iteration
- Prototypes, User testing
- Design system, UI review
- AI as assisted starting point
- AI for human data analysis
- HTML and CSS support
- Stakeholder management
- Agile Methodologies
- Continuous Improvement
- Print layout and design
- Photography, Videography
- Always learning

## Tools

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

## Languages

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

## Hobbies

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