

Adrian Radic

UI/UX | Product Designer + Multimedia Support

10+ years of experience creating human-centered B2B and SaaS products in Agile enterprise environments. Experienced in collaborating with cross-functional and international teams to transform complex requirements into intuitive digital experiences. My creative approach extends beyond product design, contributing to continuous improvement of internal processes, collaboration, and company culture.



Experience

- UX / Product Designer**
Own Projects • Vienna, Austria • 2025 – present
 - Feedback/Survey Tool: Claude, vO/Vercel, AI-components.
 - Journaling Tool: Claude, Lovable.
 - AI UI/UX Skills.md Processes / Pipeline: Claude.
- Lead UX/UI Designer – Enterprise, B2B/SaaS**
CTI Meeting Technology • Vienna, Austria • 2018 – 2025
 - Modernized the complex legacy system – WCAG AA compliant.
 - Owned end-to-end design process for modernization and new features.
 - Reduced support tickets and task duration via pareto-focused design efforts.
- UX/UI Designer – Enterprise, B2B/SaaS**
ISDC › Endava • Cluj-Napoca, Romania • 2011 – 2018
 - Co-built the UX community and processes, growing company UX maturity.
 - Delivered UX services across teams, projects, and international clients.
 - Collaboration and support across departments and project stages from zero to delivery – insight › envision › deliverables › dev. support › monitor.
 - Support for 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.
- Multimedia & Print Designer**
Various organizations • Tg. Mures / Iasi, Romania • early days
 - Web design and front-end development (HTML, CSS, WordPress).
 - Pre-press, CMYK separations, and digital printing for B2B and B2C clients.
 - Courses & workshops: Studio & product photography (2 weeks + 2 days), Cinematography (2 days).
 - Multimedia and photography support for cultural events and NGOs.
 - IT support and education for children and staff – NGO facility.

Education ● formal ○ informal

- English Pedagogy – College**
Petru Maior University • Tg. Mures • 2000 – 2003
English proficiency and primary school teaching
- Cognitive Behavioural Psychology – MSc**
Babes-Bolyai University • Cluj-Napoca • 2008 – 2010
Critical thinking, bias awareness, expectation management, neurologic context
- Graphic Design – BSc**
University of Arts and Design • Cluj-Napoca • 2012 – 2015
Visual heuristics, diversity of design, semiotics.
- Anthropology – BSc**
Babes-Bolyai University • Cluj-Napoca • 2015 – 2016
Cultural awareness, social constructs, social mobility, 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, Framer, Sketch, Lottie
- Miro, Maze, Dovetail, Fathom
- AI: Claude, vO, Lovable
- Notion, Microsoft 365, Jira
- Adobe CC, OBS Studio, iWork

Languages

- English – proficient
- Romanian – native
- German – A2 learning

Hobbies

- Arts & entertainment
- Coffee-philosophy
- Videography & photography
- Hiking & basketball