



Adrian Radic

UI/UX | Product Designer



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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

Lead UX/UI Designer - Enterprise, B2B/SaaS 2018 – 2025

CTI Meeting Technology • Vienna, Austria

- Modernized the complex legacy system - WCAG AA compliant.
- Owned end-to-end design process for modernization and new features.
- Streamlined workflows and reduced support tickets and task duration.

UX/UI Designer - Enterprise, B2B/SaaS 2011 – 2018

ISDC › Endava • Cluj-Napoca, Romania

- 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 2007 – 2011

Pixelwerk, Vimore Soft & others • Iași, Cluj-Napoca, Romania

- Designed and developed standards-compliant, cross-browser compatible interfaces for small companies.

Multimedia & Print Designer early days

Various organizations • Tg. Mureș / Iași, Romania

- 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.

UX / Product Designer 2025 - present

Own Projects • Vienna, Austria

- Feedback/survey tool: Claude, v0/Vercel, AI-components.
- Journaling tool: Claude, Lovable.
- AI UI/UX skills.md and processes/pipeline: Claude.

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, v0, Lovable
- Notion, Microsoft 365, Jira
- Adobe CC, OBS Studio, iWork

Languages

- English - proficient
- Romanian - native
- German - A2/B1 learning

Hobbies

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

Education

Anthropology - BSc 2015 – 2016

Babes-Bolyai University • Cluj-Napoca

Cultural awareness, social constructs, social mobility, inclusion.

Graphic Design – BSc 2012 – 2015

University of Arts and Design • Cluj-Napoca

Visual heuristics, diversity of design, semiotics.

Cognitive Behavioural Psychology – MSc 2008 – 2012

Babes-Bolyai University • Cluj-Napoca

Critical thinking, bias awareness, expectation management, neurologic context

European Computer Driving License 2004 – 2005

The People's University • Tg. Mureș

Professional certification for computer-related services

Adrian Radic

Returning Multimedia Designer & Creative Support

I started as Print & Layout Designer, Photographer, then Web Designer, and Video enthusiast. However in the last 10+ years I moved to work with UI & UX in Agile international software development. I still helped with Creative Multimedia support for communities or in the companies for continuous improvement efforts and company culture. But honestly it's been a while and I miss it.



Experience

UX & UI Designer

CTI Meeting Technology • Vienna, Austria • 2018 – 2025

- Owned end-to-end design process, UI & UX, methods, tools, processes.
- Design Patterns, Usability Heuristics, Accessibility, Iconography, and more.
- While not much multimedia editing or creation myself in this time, dealt with media either as part of the internal processes (interviews, training) or part of the product to manage media (record, stream, VOD / media library).

UX & UI Designer

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

- UX & UI community and process in an enterprise environment. Tools and methods, collaboration and support across departments and project stages from zero to delivery.
- Operational exposure, Stakeholder Management, Team Leading & Dynamics, Soft Skills and Self Development.
- Design Patterns, Usability Heuristics, Typography, Iconography – among UI effort.
- On brand Multimedia: Videography, Print & Layout Design, and Photography.

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.
- Web-design in Photoshop, Illustrator, and Xara Xtreme Pro.
- Graphic User Interface Design, Iconography, Animations, CMS Themes/Styling.

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 Behavioral 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.

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Skills

- Print layout and design
- Digital Photography (studio/product too)
- Videography (company, NGO, and personal)
- Graphic-User Interface & Experience Design
- Always learning
- Human-centered collaboration
- HTML and CSS support
- UX & UI tools and methods
- Operations support & Continuous Improvement
- Soft Skills & Personal Development

Tools

- Photoshop, Illustrator, InDesign
- Figma, Sketch, Framr, Lottie
- Premier Pro, After Effects (rusty)
- Miro, Canva, Other Adobe CC
- DaVinci Resolve (starter), iMovie
- Blender (starter)
- OBS Studio, Fathom
- AI: Claude, vO, Lovable
- Notion, MS 365, iWork, Jira

Languages

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

Hobbies

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