

Vlad-Titus TUDOR

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I'm a Senior UX/UI Designer with 15+ years of experience across diverse industries and teams. I specialize in scaling design systems and collaborating closely with product owners to guide technical teams—translating agile epics and user stories into new features, end-to-end user flows, or fully realized apps from the ground up.

Work Experience

Employee under NEORIS - Senior Digital Consultant **Feb. 2017 - Jun. 2025**

Project: **ARKIK WebApp** Sep. 2024 - Dec. 2024

- Covered UX/UI requirements across 5 agile epics
- Designed a business-aligned user experience by creating wireflows and high-fidelity Figma designs
- Conducted QA and feedback sessions with analysts and the technical team to refine the deliverables and secure proper hand-off
- Outperformed the initial plan, by reducing the timeline from 6 to just 4 months.

Project: **Primary Education App Bingel DC** Mar. 2023 - Jun. 2024

- Migrated legacy assets (from Sketch) to Figma - over 50 components and iconography.
- Prototyped 2 entire product demos, with over 100 screens to support the direct-sales
- Created Figma prototypes covering over 20 activities and exercises, with multiple variations, incorporating features such as auto-layout, smart components, sound or video playback, transitions
- Designed a new feature which gave teachers ability to customize their class. - which ended up scaling in terms of impact, being adopted by methods in the product offering
- Incorporated the UX Research findings and SMEs feedback into new design iterations

UX/UI Mentor Apr. 2020 - Dec. 2023

- Conducted weekly or bi-weekly 1-on-1 sessions with mentees
- Provided personalized guidance and feedback on submitted assignments
- Addressed questions and clarified technical uncertainties to enhance their understanding of more advanced or abstract topics
- Coached and assisted mentees in developing responsive online portfolios on platforms like Webflow / Framer / Wix to effectively showcase and promote their work
- Assisted over 75 students: 50 graduates, 26 job placements in under 6 months

Project: **CEMEX Go - Mobile XP**

Feb. 2022 - Dec. 2022

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- Led design effort for CEMEX GO - B2B Web Platform to mobile experience
 - Carried 3 coaching session with the dev-team on navigating designs and understanding design fundamentals (4pixel grid, alignments, typography)
 - Unblocked the frontend team by delivering first 2 initial flows in under 3 weeks
 - Created 7 interactive prototypes covering user interactions (Sketch & InVision)
 - Produced final video walkthrough (OBS & DaVinci Resolve). Endorsed by top management it got promoted to the entire company

Project: **Admixtures - WebApp**

Jan. 2021 - Jun. 2021

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- Provided coaching for compliance on CEMEX Style Guide and Branding.
 - Presented and Onboarded Management Team to the Design Thinking Methodology
 - Defined personas to ensure the web application serves its target users
 - Created user flows and key wireframes to map the red-routes and enhance navigation
 - Designed high-fidelity prototypes for the new module, focusing on usability and aesthetics
 - Presented progress and gathered feedback from business stakeholders to align with organizational goals
 - Conducted a handover to the affiliate designer for seamless transition and continuity

Project: **Design Language System**

Feb. 2017 - Oct. 2020

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- I led an audit on the current digital ecosystem, product designers deliverables and frontend outputs, as key designer.
 - Facilitated the dialogue between technical leads and product designers to align on goals and strategy
 - Created an inventory of styles and components utilized across CEMEX digital environment
 - Hand-coded first versions of the design system documenting the styles and behaviours
 - Accounted for responsive layouts, accessibility and internationalization (RTL)
 - Automated release pipeline with the help of DevOps Team (Bitbucket → Jenkins)

Employee under AVIRA SOFT - Marketing Department

Sep. 2011 - Aug. 2016

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- Designed dozens of landing pages, websites, in-product ads, and email campaigns
 - Implemented web pages in a proprietary Content Management System - (HTML /CSS / jQuery / Twitter Bootstrap / Responsive Design)
 - Worked with product team to reduce churn rates and increase number of installs by addressing the on-boarding flows in their cloud platform - Online Essentials
 - Provided support to new products or new features releases through video editing of short clips (Premiere Pro / After Effects)

Education

Master Degree - Relational Database Systems Oct. 2009 - Jun. 2011
Faculty of Cybernetics, Statistics and Informatics - Bucharest Academy of Economic Studies

Bachelor's Degree - Economic Behaviour Relationships Oct. 2006 - Jun. 2009
Faculty of Tourism and Commerce - Bucharest Academy of Economic Studies

Trainings and Certifications

edX - W3Cx - Introduction to Web Accessibility 2023

Springboard - Mastering Mentoring - Certified Mentor 2020

Scrum.org - PSM 1 - Professional Scrum Master 1 2016

Crystal Mind Academy - WEB 1, WEB 2 Programmer - HTML / CSS / JS / PHP 2009 - 2010

Skillset

Product Discovery • Competitive Analysis • User Interviewing • Qualitative Research

Product Design • Web & Visual Design • Mobile & Responsive Design • UI Patterns

Task & User Flows • Sketching & Wireframing • Prototyping • Interaction Design

Typography • Iconography • Visual Hierarchy • Heuristic Analysis • Design Thinking

High Fidelity Design • Design Systems • Google Material Design • Design Principles

Photo & Video Editing • Landing Page & Email Design • Web Accessibility • Usability Testing

Mentoring & Coaching • Stakeholder Management • Presentations • Agile SCRUM / Kanban

Toolkit

Figma • Sketch • Miro • Visual Studio Code • HTML5 • CSS3 • SCSS / SASS • D3 JS

Node (npm) • Storybook • Adobe Creative Suite • Photoshop • Illustrator • After Effects

DaVinci Resolve • OBS • React, Angular - Basic • Git • JIRA • Confluence • Terminal

Languages

Romanian - native • English - proficient (C1) • Czech - beginner (A2) • French - beginner (A2)
