



# Ionutz Oroian

Product Designer | Top-Tier UX in B2B & B2C SaaS | Crafting Digital Products With Impact for 13+ Years

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Check out my case studies <https://oroian.ro/case-studies>

See my dribbble shots <https://dribbble.com/ionutoroian>

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## Work Experience

### Product Designer — AROBS Group

Jul 2023 - Present · 1 yr 3 mos

I work across sales, mobile apps, and digital entertainment, focusing on user-centered solutions.

- Led user interviews to uncover pain points and gather feedback, refining product iterations and improving user experiences.
- Facilitated stakeholder workshops to develop tailored solutions for complex product challenges.
- Designed a sales tool that helps managers maximize deal opportunities and streamline team coaching.
- Redesigned a caller ID app to enhance user experience and boost sign-ups.
- Developed a comprehensive design system for a digital services platform, reducing development time and improving workflow efficiency.

### Product Designer — Overpass

Jan 2019 - Jun 2023 · 4 yrs 6 mos

At Overpass, a talent marketplace connecting companies with top sales reps, I led design initiatives to enhance both user and internal experiences.

- Improved the talent matching process by refining the matching algorithm, candidate profile views, and video interview features, helping companies find better talent.
- Increased contract lengths by creating a flexible job requirements wizard and a work overview dashboard, boosting work transparency and time tracking.
- Enhanced sales reps' workflow by redesigning the caller feature and CRM, making admin tasks more efficient and providing better prospect insights.
- Reduced sign-up times and optimized the registration process, minimizing wasted resources on company account sign-ups.
- Improved internal tools for the sales team by developing a detailed search feature, enabling better candidate matching based on client needs.
- Led the design system's maturity, ensuring platform consistency and reducing development time.
- Maintained design operations and continuity as the design team scaled down from 3 designers to 1.

## **UX Designer** — Webtunes

Feb 2017 - Dec 2018 · 1 yr 11 mos

- Designed and delivered engaging web experiences for diverse clients, including hotels, restaurants, music events, and 3D printing companies.
- Created user-friendly interfaces that improved booking processes, enhanced event promotions, and streamlined online ordering systems.
- Developed visually stunning brand identities for startups, ensuring a cohesive and memorable digital presence.

## **UX Designer** — Akti

Aug 2011 - Jan 2017 · 5 yrs 6 mos

- Designed user-centered web experiences for business tools, including planning, inventory management, CRM, and accounting solutions, ensuring seamless and intuitive functionality.
- Created multilingual interfaces (English, Dutch, French, and German) to cater to a diverse user base across various regions, maintaining a consistent experience across languages.
- Developed flexible e-commerce and booking systems for white-label solutions, allowing for customization and scalability tailored to client needs.
- Conducted user research and usability testing to refine user journeys, improving product efficiency and user satisfaction.
- Collaborated closely with cross-functional teams to deliver end-to-end design solutions, from wireframes to high-fidelity UI, resulting in products that met both user and business goals.

## About Me

Hello, I'm Ionutz.

(Pronounced yo-noots—like donuts)

I have more than a decade of experience in UX design, during which I've had the opportunity to create engaging digital experiences across various industries. My career is fueled by a passion for enhancing user journeys and providing intuitive product experiences that truly connect with users.

At AROBS Group, my focus is on enhancing product quality by implementing UX standards and optimizing workflows. Previously, during my time at Overpass, I developed solutions that connected companies with their sales and support teams, using data-driven insights to improve end-user satisfaction. While at Webtunes, I created captivating, user-centric designs, and at ArkWeb, I specialized in developing multilingual interfaces, showcasing my adaptability and global perspective.

I specialize in redesigning user journeys and simplifying complex challenges to create enjoyable experiences. Let's connect to discuss how my skills can add value to your projects.