Ionutz Oroian

UX Designer with over a decade of experience in user-centered design

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☞ Check out my case studies for my positive outcome-focused research and design work: https://oroian.ro/case-studies

Get a sense of my design style: https://dribbble.com/ionutoroian

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Recent Work Experience

UX Designer — AROBS Group

Jul 2023 - Present · 9 mos

- Implemented UX standards to enhance product quality.
- Collaborated with front-end teams to establish robust design systems.
- Optimized workflows to improve delivery processes.

Product Designer — Overpass

Jan 2019 - Jun 2023 · 4 yrs 6 mos

- Designed innovative solutions connecting companies with sales and support teams.
- Conducted continuous discovery and data research for optimized end-user experiences.
- Guided development of higher-quality user experiences by expanding design systems.
- Influenced design-led thinking across the organization.

UX Designer — Webtunes

Feb 2017 - Dec 2018 · 1 yr 11 mos

- Created captivating web experiences for various industries.
- Developed visually stunning brand identities for startups.

UX Designer — ArkWeb

Aug 2011 - Jan 2017 · 5 yrs 6 mos

- Built web experiences for diverse business solutions.
- Designed interfaces for multilingual audiences.
- Crafted flexible e-commerce and booking tools.
- Guided company through rebranding initiatives.

About Me

Hello, I'm Ionutz.
yo—noots sounds like 'donuts'

With over a decade of UX design experience, I specialize in redefining user journeys and enhancing product experience.

Skills and Expertise

- Extensive B2B, B2C, and SaaS experience;
- Startup and mid-level organization experience;
- Agile, Lean UX, and Design Thinking methodologies;
- Qualitative and quantitative UX research experience;
- Establishing and scaling design system;
- Rapid UX prototyping, validation, and user testing;
- Figma, Sketch, Adobe Suite, InVision, Zeplin experience;
- HTML/CSS expertise;

Educations

University of Medicine, Pharmacy, Science and Technology "G.E. Palade" of Targu Mures, Romania
Bachelor's degree, Computer Science
2006 - 2009