

# Adrian Dulgheru

## Digital Product Designer



### EXPERIENCE

#### Senior Product Designer

Eshopworld (ESW)

Jun 2022 - Nov 2023 - 1yr 6mos, Dublin, Ireland

Led the redesign process of the Returns Portal application, collaborating closely with stakeholders. Provided UX support and knowledge to project management and engineering teams.

#### User Interface Designer

Proemion

Dec 2022 - Apr 2023 - 5mos, Hesse, Germany (remote)

Collaborated closely with the product owners and design lead to design and improve machine tracking software user experience. Responsible for UI support to engineering teams.

#### Senior Product Designer

Enel X

May 2018 - Oct 2021 - 3 yrs 6mos, Boston, United States (remote)

Redesigned from ground-up the Utility Bill Management application for energy market, while conducting user research and competitive analysis. Co-created and maintained the Enel X design system.

#### Product Designer

ITX

Jun 2013 - Mar 2018 - 4yrs 10mos, Rochester, United States (remote)

Complete design processes and digital experiences for Fortune 500 companies from various industries (financial, education & medical). Designed mobile-first apps and responsive products, from interaction design and IA mapping to wireframing and prototyping to improve user experience and usability.

#### Senior Web Designer

JSC

Jun 2010 - Feb 2013 - 3yrs 1mo, Bucharest, Romania

Designed and managed design for high-traffic e-commerce websites and top fashion brands like Nina Shoes, Kenneth Cole, Gentle Souls, Delman, Preschoolians and Hayden-Harnett. Custom design process from wireframes and grooming sessions with development team to visual design.

#### Senior Web Designer

Steve Madden

Sep 2006 - Jan 2010 - 3yrs 4mo, Bucharest, Romania

Redesigned Steve Madden's website for international audience and cross-platforms use, helping boost online sales. Worked closely with the product owner and development team to improve the interface and simplify users interactions. Secondary responsibilities included email graphics and marketing design.

#### Web Designer

DIGINI Inc.

Feb 2005 - Jun 2006 - 1yr 3mo, Bucharest, Romania

Designed the DIGINI logo and website while working closely with the founders. Part of game design team and created 3d models and animations for company's main title.

#### Web Designer

Zeppelin Design

Sep 2003 - Feb 2005 - 1yr 5mo, Bucharest, Romania

Web and graphic design, identity packages for various international clients. Motion graphics designer, creating product presentation videos using Macromedia Flash.

### EDUCATION

#### Graphic Designer Diploma

ESDIP University of Arts

Aug 2006, Madrid, Spain

#### Bachelor's Degree in Computer Science

Bucharest University

Jun 2004, Bucharest, Romania

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District 1 / Bucharest, RO

#### Industry Knowledge

User interface design

User experience design

Interaction design

Wireframing & Prototyping

UX research

Design writing

#### Tools

Figma, Sketch, Invision, Maze, Zeplin, Miro, Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Unity, Spline

#### Other skills

Photography, Writing, Wordpress, HTML & CSS, some Javascript

#### Social links

adriandulgheru.com

medium.com/@adriandulgh3ru

linkedin.com/in/adriandulgheru

behance.net/adrian\_dulgheru

vimeo.com/adriandulgheru