

Sorin Cadar

UI Designer keen on solving real-life problems

30 years old | Arad, Romania | Eager to relocate

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EXPERIENCE

Feb 2019
Present

Arad, Romania

Senior UI Designer @ Redouble

- Helped optimize the platform of the leading provider of property management software in the UK that services most of the NHS trusts, universities and government institutions
- Helped my team to build the second in-house SaaS product for attorneys
- Helped businesses to communicate their value through corporate websites and to drive conversions through user-friendly ecommerce websites
- Owned the process of designing concepts for specified problems
- Successfully delivered solutions based on business needs and user insights
- Created user-flows and sitemaps to help visualize what was needed to be built
- Used an iterative approach to create low to high fidelity wireframes and interactive prototypes with the goal of validating concepts
- Produced responsive UIs ready for development with layer groups and components
- Created design documentation and assisted developers with feedback
- Created my first Design System, learning to use the Atomic Design methodology
- Assisted junior designers with their first UI projects

Oct 2015
Dec 2017

Cluj, Romania

UI Designer @ Mediatic

- Helped a tourism agency to drive conversions by improving its online booking experience
- Helped brands like Toyota, Jacobs and Eurosport to run their creative contest campaigns
- Helped Italian freelance photographers to connect with clients through an online platform
- Helped national tourism through a platform for local guides that offers unique experiences
- Created wireframes and high-fidelity UI solutions for websites and landing pages
- Built simple prototypes using InVision
- Collaborated closely with the agile development team
- Kept in touch with clients and stakeholders, articulated decisions and collected feedback

Jan 2015
Oct 2015

Arad, Romania

Graphic & Web Designer @ Icetech

- Designed brand assets and marketing materials in formats like business cards, stationery, flyers, brochures, posters, catalogues and roll-ups
- Designed outdoor materials such as banners, billboards, lightboxes and window graphics
- Designed web layouts and UI assets for the development team
- Built static HTML & CSS websites by modifying pre-made templates
- Improved the responsive behaviour of the websites created by the development team

May 2009
Dec 2014

Graphic Designer @ Freelance Work

- Designed various marketing materials, logos, book covers, packaging and web banners
- Created layouts for web pages, websites and landing pages
- Collaborated with clients all over the world, involving them in my design process
- Participated in graphic design contests on 99Designs and forums

EDUCATION

Oct 2011
Jul 2014

Timisoara, Romania

Bachelor Degree in Graphic Design

@ Faculty of Arts and Design - West University of Timisoara

Relevant coursework: Visual Communication, Color Study, Typography Study, Graphic Design, Web Design, Digital Image Processing, Marketing, History of Graphic Design

SPECIALIZED IN

- ↳ Interface Design
- ↳ Wireframing
- ↳ Prototyping
- ↳ Interaction Design
- ↳ Responsive Design
- ↳ Design System
- ↳ Atomic Design
- ↳ Style Guide Definition
- ↳ UI Motion
- ↳ User Flow

TOOLS

- ↳ Figma
- ↳ Adobe XD
- ↳ Adobe Photoshop
- ↳ Adobe Illustrator
- ↳ Adobe After Effects
- ↳ Webflow
- ↳ Prototipe
- ↳ Zeplin
- ↳ Zeroheight
- ↳ Anima
- ↳ Figjam
- ↳ Whimsical
- ↳ Notion
- ↳ HTML & CSS

FAMILIAR WITH

- ↳ Information Architecture
- ↳ Journey Maps
- ↳ Storyboards
- ↳ Personas
- ↳ User Stories
- ↳ The Five Ws