WORK EXPERIENCE

Sorin Cadar

UX/UI Designer

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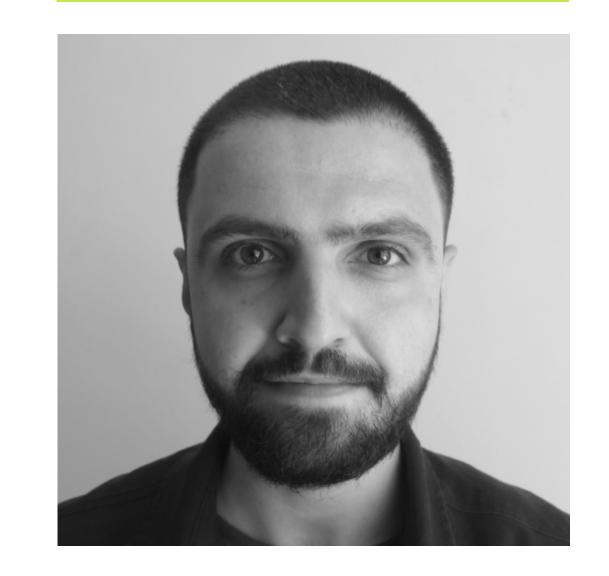**The Hague, Netherlands**

APR 2023
MAR 2025

Eindhoven
Netherlands

Topcon Positioning [UX/UI Designer]

- Increased customer satisfaction and reduced on-boarding friction by leading the design of 5 cohesive CIAM modules, collaborating with cross-functional teams to unify self-service account management and access workflows
- Accelerated thermal segregation data interpretation in paving workflows by 30% by redesigning the Thermal Mapper feature using UI/UX principles to optimize structure, data visibility, and interactions
- Improved decision-making in critical paving operations by designing a highly requested user-focused 3D visualization feature under strict technical constraints
- Reduced Figma files loading time by 20% by auditing and refactoring several design system components, simplifying logic and minimizing variant overload
- Enabled the implementation of the dark mode across all products by redefining the core grey ramp and mapping token definitions following an iterative process based on hands-on testing
- Ensured WCAG/APCA contrast compliance across all products by optimizing core color ramps and revising component level usage rules to improve accessibility

FEB 2019
FEB 2023

Arad,
Romania

Redouble [Lead UX/UI Designer]

- Streamlined the access to data sets for staff and third-parties involved in UK's public sector property management by redesigning Micad's Information Portal legacy system to improve its usability and brand compliance
- Increased operational efficiency in NHS hospitals by 50% by redesigning Micad's Porters Activity Manager with real-time task tracking, dynamic timers, and break-tracking flows
- Reduced design inconsistencies and improved the design process for Micad's products by developing a new design system, ensuring scalability across both mobile and desktop applications.
- Revamped the access to court document updates by leading the design of a new SaaS legal-tech product from user flows to final interactive prototypes, following the structure of court documentation
- Increased conversion rates of a premium beauty store by 45% by designing an emotionally engaging e-commerce experience centered on high-end product presentation and minimal UI

OCT 2015
DEC 2018

Cluj-Napoca,
Romania

Mediatic [UX/UI Designer]

- Boosted booking conversion rates by redesigning a tourism agency's online reservation flow and optimizing form interactions through iterative wireframes and prototypes.
- Drove audience engagement for major brands by designing creative campaign landing pages for Toyota, Jacobs and Eurosport under strict brand guidelines
- Enhanced local tourism participation by prototyping a platform that connected travelers with curated experiences across Romania
- Facilitated client acquisition for Italian freelance photographers by developing a intuitive matchmaking interface

SPECIALIZED IN

↘ **User Experience Design (UX)**
↘ **User Interface Design (UI)**
↘ **Interaction Design (IxD)**
↘ **Visual Design**
↘ **Design Systems**
↘ **Prototyping**
↘ **Wireframing**
↘ **User Flows**
↘ **Accessibility**
↘ **Information Architecture**
↘ **Responsive Design**
↘ **Atomic Design**
↘ **Research**
↘ **Journey Maps**
↘ **User Stories**
↘ **Pain-Points Mapping**
↘ **Functional Requirements**
↘ **Articulating Decisions**

EDUCATION

OCT 2011
JUL 2014

Timisoara,
Romania

West University Timisoara
Bachelor Degree in Graphic Design

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

TOOLS

↘ **Figma** ↘ **HTML/CSS**
↘ **Photoshop** ↘ **Figjam**
↘ **Illustrator** ↘ **Miro**
↘ **After Effects** ↘ **Notion**
↘ **InDesign** ↘ **Jira**
↘ **Protopie** ↘ **Confluence**
↘ **Webflow** ↘ **Zeroheight**