Adrian Penu

✉ ux.adrianpenu@gmail.com

🌐 www.ux.adrianpenu.com

📞 +44 20 7097 4866

📍 Remote (UK based)

UX Designer with experience in industry-specific SaaS and B2B platforms. Expertise in Digital Dentistry and Computer Aided Design. Skilled in finding solutions for clients by creating and implementing strategies based around user pain points and business requirements. Able to communicate design decisions and understand technical limitations.

Skills & tools

- Applying Design Thinking
- User research and Information Architecture
- Prototyping at different fidelity levels
- Creating and conducting user testing
- Presenting and explaining rationale behind designs to stakeholders
- Adapting to fast paced environments and meeting deadlines
- Being able to work independently and in a team
- Building teams and training new recruits
- Figma
- Adobe Creative Suite
- Html
- CSS
- GitHub (version control)

Education

Careerfoundry, EU
UX Design and Front-end Dev, Dec 2021- Oct 2022

Lambeth College, UK
Dental technology
Sep 2012 - May 2014

Work permit

Eligible to work in the UK

Work experience

UX/UI Designer, Great Technology   Oct 2021 - present

- Responsible for improving user experience of our digital SaaS platform and orthodontic products by combining customer insights, business analytics and design strategy
- Turning highly technical tools into user friendly layouts that increase efficiency and improve navigation
- Finding user-based solutions that lead to increase in sales and staying up to date on current industry trends and market conditions
- Working cross-functionally with product manager and engineers to drive direction and vision for our product across the industry
- Designing high fidelity responsive layouts in Figma, Adobe XD and implementing best practices for seamless experience across all platforms and screen sizes
- Consulting stakeholders on improving SaaS platform usability and workflow between dental labs and surgeries
- Using CAD software to design products and to create orthodontic treatment plans for feasibility analysis

Dental CAD technician, various labs   Oct 2012- Sep 2020

- Responsible for creating orthodontic treatment plans using CAD software
- Perform research on product technologies and structures to implement into design concepts
- Modified and revised existing methodologies to meet customer expectations by creating and conducting treatment evaluations
- Communicated with all members of the dental team to ensure delivery of high quality work leading to customer satisfaction
- Developed a high level of attention to detail which is required in the medical field leading to decrease in complaints
- Trained and supervised graduates to ensure they meet the standards and integrated them into a faced paced environment

Projects

UX/UI design

Fitzen, fitness app   Jan- Aug 2022

- Applied all stages of design thinking to develop a mobile app that solves user problems regarding fitness sustainability

- Conducted research to determine the business requirements and user pain points addressing them throughout the design process

- Created and moderated user tests for prototype iterations of different fidelity levels

- Adhered to Material Design principles when creating the UI ensuring accessibility, intuitive navigation and avoiding cognitive load

case study presentation   online demo

Front-end development

www.ux.adrianpenu.com, portfolio website   Sep- Oct 2022

- Implemented principles of Html, CSS and JavaScript to build my portfolio site which enables me to showcase my work

- Used best practice techniques such as mobile-first, responsive design and progressive enhancement to create a webpage that is accessible on all devices

- Researched the latest trends in web design to attract more traffic on the site

online demo

Just Emma, skincare website   Oct 2022-present

- Writing code using Html and CSS for creating visual elements like menu bars, clickable buttons and overall layout of website

- Communicating with other developers, designers and product manager to ensure all departments are aligned on the project goal

- Applying an Agile framework with a focus on finding solutions through collaboration between self-organising and cross-functional teams

Adrian Penu

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📞 +60 12302 1691

📍 Remote (based in Malaysia)

UX Designer and Front-end Developer with a background in Digital Dentistry and Computer Aided Design(CAD). Experienced in finding solutions for clients by creating and implementing detailed strategies based around their needs and business requirements. Skilled at communicating complex issues with various stakeholders and meeting deadlines.

Skills & tools

- Applying Design Thinking
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- Adapting to fast paced environments and meeting deadlines
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- GitHub (version control)

Work experience

Product Designer, Great Lab Technology   Oct 2020 - present

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- Turning highly technical tools into user friendly layouts that increase efficiency and improve navigation
- Designing UX solutions that lead to increase in sales and staying up to date on current industry trends and market conditions
- Working cross-functionally with product manager and engineers to drive direction and vision for our product across the dental industry
- Consulting stakeholders on improving SaaS platform usability and workflow between dental labs and surgeries
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Eligible to work in Malaysia

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📍 Remote / willing to relocate

Skills & tools

- Applying Design Thinking
- Building websites using best practice techniques
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                          case study presentation   online demo

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Remote

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Dental technology
Sep 2012 - May 2014

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online demo

Other work experience
Dental CAD technician, various labs   Oct 2012- Sep 2022

- Offered consultancy to improve usability of Saas platform improving the workflow between dental labs and surgeries

- Communicated with all members of the dental team to ensure delivery of high quality work leading to customer satisfaction

- Developed a high level of attention to detail which is required in the medical field leading to decrease in complaints

- Trained and supervised graduates to ensure they meet the standards and integrating them into a faced paced environment

Dear Sir/Madam,

I recently came across an ad for a UX/UI Designer opening at your company. My background in front-end development and UX would make me a great candidate for this position.

I'm a passionate designer with experience in user research, user flows, wireframes and UI patterns. I have great attention to detail and turning complex issues into simple designs is why I love my job.

After graduating from UX Design I've also made the effort of learning front-end development and UI. Being competent in all aspects of design and having an understanding of how they can be implemented through coding is what I strive towards.

I also have a background in Visual Arts and Digital Dentistry having pioneered the digitalisation of workflow between clinics and dental labs (see **here**). I have recruited and trained graduates and have experience in leadership through my time as Senior Dental Technician.

I would like to learn more about this opportunity and discuss how I can contribute to the growth of your company.

Best regards,
Adrian Penu
www.ux.adrianpenu.com