

Adrian Penu

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.

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🌐 www.ux.adrianpenu.com

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📍 Remote (UK based)

Skills & tools

- Applying Design Thinking
- Building websites using best practice techniques
- 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
- Attention to detail
- 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 experience

Product Designer, Great Lab Technology

Oct 2022 - 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
- 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
- Using CAD software to design products and to create orthodontic treatment plans for feasibility analysis

Dental CAD technician, various labs

Oct 2012- Sep 2022

- 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 fast paced environment

Work permit

Eligible to work in UK, EU and Malaysia

Languages

English - Native

Romanian - Native

Hungarian - Native

Italian - Conversational

Malay - Conversational

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