

# 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

#### UI & Product 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 institusions
- 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

Ian 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
- Protocie
- Zeplin
- Zeroheight
- Anima
- Figjam
- Whimsical
- Notion
- HTML & CSS

### FAMILIAR WITH

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