

# Dorin Paslaru

Timișoara, Romania

+40 (0)742 090 554 | [dorin@paslaru.org](mailto:dorin@paslaru.org)

[linkedin.com/in/paslaru/](https://linkedin.com/in/paslaru/)

[paslaru.org](https://paslaru.org)



## Profile

I'm an experienced and self-motivated UI/UX designer, a problem solver with the ability to find creative and technological solutions, quick learner with a desire for continuous personal growth. Intelligent, creative, attentive to detail, open-minded.

## Experience

### Visual UI Designer, Canon Production Printing (Timișoara/RO)

#### October 2019 - Present

Established a modern UI design system based on the existing corporate identity, including an extensive custom icon set. Played a leading role on the agile team by transforming high-level feature requirements into user stories and detailed designs for engineers to build.

Collaborated daily with PMs and engineers to insure core product improvements and new product ideas.

#### Projects:

- Onyx Align - Printshop Management Software  
Prototype: <https://paslaru.org/portfolio/prototypes/alta/>

### Senior UI/UX Designer and Product Lead, Cloudbase Solutions (Timișoara/RO)

#### August 2016 – September 2019

Responsible for UI/UX design and project management, working closely with the frontend and backend dev teams. Once a design system was defined I've led the UI development team to create reusable components and provided mockups.

#### Projects:

- Coriolis – Web GUI for a VM migration  
Product Page: <http://coriolis.cloud>  
Prototype: <https://paslaru.org/portfolio/prototypes/coriolis/>  
Github: <https://github.com/cloudbase/coriolis-web/>
- Aurora /Dewpoint (A modern Dashboard for OpenStack®)  
Prototype: <https://paslaru.org/portfolio/prototypes/dewpoint/>  
GitHub: <https://github.com/cloudbase/aurora>

**Creative Director, Cloudbase Solutions (Timișoara/RO)****September 2013 – September 2019**

Responsible for all the creative duties across the company. Updated the internet and social media presence. Participated and created exhibition materials (booth signage, brochures etc, giveaways) for approx. 12 trade shows (OpenStack Summit, Microsoft Ignite) from 2012 to present. Created and maintained the brand identities of all the company's major products: v-magine, Hyper-C, Coriolis)

**Software Development Engineer in Test, Cloudbase Solutions (Timișoara/RO) September 2013 – June 2015**

Automated and manual testing for the Linux Hyper-V integration services (LIS) for storage, networking and memory. Project on GitHub: <https://github.com/LIS/lis-test/>

**Prepress/DTP Lead, Cosmopolitan-Art SRL (Timișoara/RO)****May 2009 - August 2013**

New equipment implementation: digital press, inkjet water-based equipment, hardcover finishing line. Helping implement EU funding. Supervised prepress department with 2 staff. Developed relationships and cooperated with equipment suppliers. Redesigned and implemented system for graphic design, sales & accounting.

**Creative Director/Managing Partner, Intensity Media SRL (Timișoara/RO)****June 2004 - May 2009**

Layout design, corporate identity and web design for local and international clients. Consulting in print/web technologies. Important collaboration with Marketing Austria SRL (Bucharest based marketing agency). Corporate Identity/Brand development for various clients. Visual identity, layout design and DTP for Servus! Business Magazin, an in-house developed business publication. Implementation of small business funding.

**Education**

Tibiscus University Timisoara, Bachelor's Degree in Graphic Design.

**Skills**

**Design Tools:** Sketch App, Marvel, Adobe XD, Affinity Designer, Adobe Illustrator/Photoshop/InDesign.

**Design Skills:** Agile/iterative design; Interaction design; Rapid prototyping; User stories; Wireflows; Icon design; Logo design;

**Other Skills:** Experience with Linux (Ubuntu, RedHat/CentOS), Windows Server, Virtualisation (Hyper-V, VMWare ESXi), Containers (Docker), OpenStack;

**Scripting:** Bash, PowerShell, Python

**Web:** HTML/CSS; WordPress;

**Portfolio**

UI/UX/Logo/Print: [paslaru.org/portfolio](https://paslaru.org/portfolio)

GitHub: <https://github.com/thenoizz>

**Languages**

Romanian: Native proficiency

German, English: Proficient user

**Personal Interests**

Road Cycling, Ski Touring, Photography, Paragliding