

Cătălin-Emil Bădică

Bucharest, Romania

[Access Portfolio](#)

catalinemil97@gmail.com

[LinkedIn](#)

[\(+40\) 730 173 049](tel:+40730173049)

Senior Product Designer with over 5+ years of experience crafting impactful user experiences that contribute to strong business growth. I specialize in data-informed design strategies that streamline project workflows and foster effective collaboration with engineering teams, ensuring high-quality product outcomes.

Product Design

Figma

Web Design

Wireframes

Web App

User Flows

Mobile App

User Journey

Landing Pages

Design System

B2B/B2C App

Product Strategy

Discovery

User persona

UX Audit

Competitive Analysis

5W1H Method

Employment History

Senior Product Designer | [OctoIQ](#)

Feb 2025 - Present - 1 year, Remote



- **I led the Product Design process for an AI-driven product**, working closely with the development team to ensure smooth and accurate handoffs. I owned the end-to-end UX/UI of the web application and played a key role in shaping the product strategy that enabled both the successful MVP launch and the company's first seed funding round. Throughout the process, I remained highly adaptable to rapid changes and evolving priorities.
- **I managed the entire design workflow** from developing user personas and crafting wireframes to running usability tests and collaborating directly with developers and stakeholders to ensure the final product was delivered smoothly and successfully.
- I was responsible for **leading business meetings to define client expectations and ensure a smooth process from initial requirements to final deliverables.**

Senior Product Designer & UX Architect | [Haufe Group](#)

Apr 2022 - Present - 2 years, Remote



- My key role was guiding the Product Design process and closely collaborating with developers to ensure smooth and accurate design handovers (2022:-Present): Owned the end-to-end UX/UI for their web app, mobile app, and marketing website, **driving strategy to serve over 50+ clients such as ERGO, Sanofi-Aventis, E.ON, Festo & others.**
- Lead end-to-end design workflows from creating user personas and wireframes to conducting usability testing and collaborating with developers and stakeholders closely for smooth handoff.
- Design System: Built a **Figma component library with over 400 components and design tokens/variables based on WCAG standards**, tailored to support multiple apps across the Haufe Group ecosystem significantly reducing design-to-development handoff time.
- **Mentored interns** through structured feedback and project-based coaching.
- **Worked within agile sprints**, partnering closely with developers to ensure high design fidelity throughout implementation.

Senior Product Designer (Project Based) | [Makeen Technology](#)

Sep 2021 - Jul 2022 - 10 mos, Remote



- My key role was bringing clarity to the NCLEX Virtual AI Trainer app designed to facilitate the journey of aspiring nurses globally.
- **Maintaining the design system library and improving components** to make development faster and more efficient.
- Collaborating closely with product management and the NCLEX product owners to ensure the developed product matches the intended vision.

Mobile UI/UX Designer | [Avira Operations GmbH & Co. KG](#)

Jul 2019 - Aug 2021 - 2 years & 2 mos, Remote



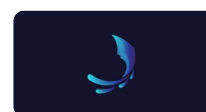
- My key role was in driving **enhanced user experiences for a global user base exceeding 500 million.**
- Leveraging design strategies, the mobile team and I **successfully elevated the subscription rate by over 18% within the past year**, compared to the previous fiscal period.

- Contributed to **building a design system from the ground up to ensure visual and functional consistency between the iOS and Android versions** of the mobile app."
- Participated in both **in-person and remote user interviews** to evaluate the Avira Mobile app and support the development of a user-centered design.
- Worked closely with the Marketing and Sales teams to **improve the App Store and Google Play visual branding for the Avira mobile app**, aiming to boost conversion rates.

[iOS App](#) [Google Play App](#)

Visual UI Designer | [Squid40](#)

May 2019 - Aug 2019 - 6 mos, Romania (RO)



- My key role was contributing to the **enhancement of their website and strengthening their social media presence**.
- **I learned UI/UX principles** under the guidance of a senior Product Designer.
- I played a key role in the **design and implementation of new UI components** for client website.

Education

Bachelor's degree in Business Administration, Marketing | University of Bucharest

2016 - 2019, Bucharest (RO)



Licences & Certifications

DESIGN RULES: Principles + Practices for Great UI Design | [Access Certification](#)

Jun 2022 - No expiration date

Be a better UX designer by understanding development aspects | [Access Certification](#)

Jun 2022 - No expiration date

The Ultimate Figma & UI Masterclass | [Access Certification](#)

Jul 2022 - No expiration date

Logo Design Masterclass: Learn Logo Design and Illustrator | [Access Certification](#)

Feb 2021 - No expiration date

Business Branding: The Complete Course Strategy | [Access Certification](#)

Feb 2021 - No expiration date

The Complete Copywriting Course : Write to Sell Like a Pro | [Access Certification](#)

Oct 2020 - No expiration date