

Vlad-Titus TUDOR

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I'm a Senior UX/UI Designer with 15+ years of experience across diverse industries and teams. I specialize in scaling design systems and collaborating closely with product owners to guide technical teams—translating agile epics and user stories into new features, end-to-end user flows, or fully realized apps from the ground up.

Work Experience

KUONI TUMLARE - Design System Designer

Feb. 2026 - present

- Led the rollout of a new design-to-code workflow, partnering closely with front-end engineering leads for alignment between design and implementation.
- Migrated design system documentation and component specifications from Supernova to Storybook, establishing a more developer-centric source of truth, while ensuring strict adherence to brand guidelines (70+ components).
- Drove adoption of the design system through training programs (+30 team members)
- Introduced AI-assisted prototyping workflows leveraging agentic coding tools – Claude Code and Git-based collaboration, accelerating concept validation and experimentation (1 interactive prototype in less than 1-2 hours)
- Acted as a bridge between design and engineering teams, helping evolve design system practices, tooling, and documentation.

DESIGNLAB & Springboard - UX/UI Mentor

Apr. 2020 - Dec. 2024

- Conducted weekly or bi-weekly 1-on-1 sessions with mentees
- Provided personalized guidance and feedback on submitted assignments
- Addressed questions and clarified technical uncertainties to enhance their understanding of more advanced or abstract topics
- Coached and assisted mentees in developing responsive online portfolios on platforms like *Webflow* / *Framer* / *Wix* to effectively showcase and promote their work
- Assisted over 75 students: 50 graduates, 26 job placements in under 6 months

NEORIS - Senior Digital Consultant

Feb. 2017 - Jun. 2025

Project: ARKIK WebApp - Client: CEMEX

Sep. 2024 - Dec. 2024

- Designed a business-aligned user experience by creating wire flows and high-fidelity Figma designs
- Conducted QA and feedback sessions with analysts and the technical team to refine the deliverables and secure proper hand-off
- Outperformed the initial roadmap from 6 to just 4 months.

Project: App Bingel DC - Client: SANOMA**Mar. 2023 - Jun. 2024**

- Migrated legacy assets (from Sketch) to Figma - over 50 components and iconography.
- Prototyped 2 entire product demos, with over 100 screens to support sales
- Created Figma prototypes covering over 20 activities and exercises, with multiple variations, incorporating features such as auto-layout, smart components, sound or video playback, transitions
- Designed features that give teachers ability to customize the lectures - which ended up scaling in terms of impact, being adopted by methods in the product offering

Project: CEMEX Go - Mobile XP - Client: CEMEX**Feb. 2022 - Dec. 2022**

- Led design effort for CEMEX GO - B2B Web Platform to mobile experience
- Carried 3 coaching session with the dev-team on navigating designs and understanding design fundamentals (4pixel grid, alignments, typography)
- Unblocked the frontend team by delivering first 2 initial flows in under 3 weeks
- Created 7 interactive prototypes covering user interactions (Sketch & InVision)
- Produced final video walkthrough (OBS & DaVinci Resolve). Endorsed by top management it got promoted to the entire company

Project: Admixtures - Client: CEMEX UK**Jan. 2021 - Oct. 2021**

- Presented and Onboarded Management Team to the Design Thinking Methodology
- Defined personas to ensure the web application serves its target users
- Created user flows and key wireframes to map the red-routes and enhance navigation
- Designed high-fidelity prototypes for the new module, focusing on usability and aesthetics
- Presented progress and gathered feedback from business stakeholders to align with organizational goals
- Conducted a handover to the affiliate designer for seamless transition and continuity

Project: Design Language System - Client: CEMEX MX**Feb. 2017 - Oct. 2020**

- I led an audit on the current digital ecosystem, product designers' deliverables and frontend outputs, as key designer
- Facilitated the dialogue between technical leads and product designers to align on goals and strategy
- Created an inventory of styles and components utilized across CEMEX digital environment
- Hand-coded first versions of the design system documenting the styles
- Accounted for responsive layouts, accessibility and internationalization (RTL)
- Negotiated and established release plans in collaboration with key stakeholder

- Automated release pipeline with the help of DevOps Team (Bitbucket → Jenkins)

AVIRA SOFT – Web Designer & Marketer

Sep. 2011 - Aug. 2016

- Designed dozens of landing pages, websites, in-product ads, and email campaigns
- Implemented web pages in a proprietary Content Management System
- Worked with product team to reduce churn rates and increase number of installs by addressing the on-boarding flows in their cloud platform - Online Essentials
- Provided support to new products or new features releases through video editing of short clips (Premiere Pro / After Effects)

Education

- **Master's degree - Relational Database Systems** **Oct. 2009 - Jun. 2011**
Faculty of Cybernetics, Statistics and Informatics - Academy of Economic Studies
- **Bachelor's Degree - Economic Behavior Relationships** **Oct. 2006 - Jun. 2009**
Faculty of Tourism and Commerce - Academy of Economic Studies

Trainings and Certifications

- edX - W3Cx - Introduction to Web Accessibility
- Springboard - Mastering Mentoring - Certified Mentor
- Scrum.org - PSM 1 - Professional Scrum Master 1

Skillset

Product Discovery	Competitive Analysis	User Interviewing	Qualitative Research
Product Design	Web & Visual Design	Mobile & Responsive	UI Patterns
Mentoring	Presentations	Visual Hierarchy	Interaction Design
Design Thinking	Lean UX	High Fidelity Design	Design Systems
Web Accessibility	Landing Page Design	Usability Testing	Agile – SCRUM

Toolkit

Figma	Miro	Visual Studio Code	HTML / SCSS / JS
Claude Code	Git, Github, Terminal	JIRA, Confluence	Storybook
Photoshop	Illustrator	DaVinci Resolve	OBS Screen Capture

Languages

Romanian - C2 / native, English - C1, Czech - A2, French - A2