

Diana Dumitrescu

Senior Product Designer



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PROFESSIONAL SUMMARY

With over 10 years of senior product designer experience developing customer-centric designs for healthcare and financial applications; utilising my UX research, prototyping and design systems knowledge to optimise workflow and improve user experience. I have successfully taken complicated processes and transformed them into easy-to-use user interfaces that lower cognitive loads and increase efficiencies. Now ready to use advanced design skills to create new and innovative solutions and products that will make an impact on a team.

SKILLS

UX Design

Research

Personas

Wireframes

Prototyping

Testing

UI Design

Visual Design

Design Systems

Components

Figma

Sketch

Adobe Creative Cloud

InVision

Blender

Rhino

Creative

Illustration

Digital Painting

Branding

Animation

Communication

Problem Solving

Cross Functional Collaboration

AI for Design Automation

Problem-solving

EXPERIENCE

SENIOR PRODUCT DESIGNER, Germany

Barcare, January 2024-Present

- Designed UI/UX for complex financial workflow processes including: submission life cycle, invoice clearing, un-allocated payments, CSV reconciliation, and error-handling.
- Developed the SmartCare Touren & Dienstplan (iPad) redesign to provide a user-friendly interface for the low-tech user to manage over 500 patients and 60 caregivers.
- Designed medical components of the application, i.e., Stuhlgangsprotokoll, Miktionsprotokoll, Trinkprotokoll, Patient modal, Caregiver Assignment Logic, Prescription Flows, etc.
- Provided Multi-user logic, Error Prevention Workflows, Cross-product Consistency.
- Healthcare Ecosystem
- The simplified flow of caregivers resulted in fewer actions and less mental effort (cognitive load) for them.
- The redesigned accounting screen was created to provide more clarity and to reduce the time clinicians spend manually matching.
- A more streamlined process for entering protocols using strict validations and logical layout was developed.
- New user flow designs were created for AI assisted planning and deviation dashboards.

SENIOR PRODUCT DESIGNER, London

ThinkDivergent, January 2024-January 2025

- Made the flow for the Data Collection Assistant, Assessment Co-Pilot, AI-generated reports and Clinician Dashboards.
- Developed tablet first interface integration of medical data, scoring and patient management.
- Created full UX flows for ADHD assessments, Prescription Status Management and Follow Up Prescription Workflows (UAC1-UAC12).
- Neurodevelopmental Assessments App
- Achieved a clinician focused experience which decreased the time spent by clinicians on documenting manually.
- Organized the complex medical logic into clear, traceable UX flows for compliance.
- Ensured cross device interactions are aligned with one design language and clean UI system.

UX/UI INSTRUCTOR, Romania

UX/UI Design Course, January 2024-Present

- Developed a complete Curriculum: UX Research; User Flows; Wireframes; Prototypes; Accessibility; UI Fundamentals & Figma Workflow.
- Created 20-26 Slides per Module in Romanian, with Fun Facts, Case Studies & Quizzes.
- Helped Students to decide for their App Idea, Create Personas, Build Design Systems, First Portfolio Project etc.
- Created a High-Engagement Program that Improved Student Confidence & Retention.
- Created a Simple-to-Use Figma Starter File for All Exercises (Design System → Wireframes → UI).
- Taught Beginners Complex Concepts through Relatable Stories & Practical Examples.

SENIOR PRODUCT DESIGNER, London

Velo Payments, January 2018-January 2024

- Provided UX/UI for entire Financial Dashboards, all aspects of KYC, Onboarding, and Data-Driven Workflows.
- Designed Scalable Design Systems to reduce Inconsistencies by 90%.
- Developed Process Improvements for Cross-Teams through Organization of Figma and Prototyping.
- Performed Usability Testing, Interviews with Users, Data Visualization.
- Finance
- Simplified File Management and Document Upload Guidance in the Yapstone Dispute Portal to improve user Clarity.
- Created Vizme Design System and Redesigned Visual Identity of the Vizme App.
- Made Regulatory Compliance Alignments for All Flows & Components.

SENIOR PRODUCT DESIGNER, Bucharest

AdoreMe, January 2021-January 2022

- I documented all aspects of the user experience, including how the user would interact with each page, creating workflows, wireframes, and high-fidelity prototypes.
- I defined the personas, user journey, and storyboards of our target users.
- Retail
- We were able to increase overall user satisfaction by 20%, and reduce the number of bugs that appeared after launch by 30%.

SENIOR PRODUCT DESIGNER, London

Iris Listen Well, January 2020-January 2021

- As a senior product designer at Iris Listen Well, I was working for a music retailer based out of London.

- As a product designer I delivered all the design documentation, created prototypes and high-fidelity visualizations.
- Music-Retail
- Based on my research, I identified audience segments that could be targeted.
- I designed all the necessary design elements for the engineers and developers and created reusable UI components and libraries.

UX/UI DESIGNER, London

AI Music, January 2017–January 2018

- I designed all of the interfaces using Figma and developed a library of Lottie animations.
- The project allowed me to collaborate with actual grime artists to create real-life experiences for our users.
- Music AI
- AI Music was eventually sold and now uses its technology to power Apple's AI music features.

3D ARTIST / PRODUCT DESIGNER, London

Digital Forming, January 2014–January 2017

- Modelled and designed products using 3D software; worked with designers to create product photography, and created video animations of products.
- I was also responsible for creating retail partnerships with large retailers (e.g. Argos, Target, Lowe's) as well as web design.

VISUAL EFFECTS ARTIST, Bucharest

Colorbitor, January 2011–January 2014

- Used After Effects to composite footage and 3D models, and built and modelled 3D objects for use in VFX projects.
- I worked with a variety of international media companies (e.g., BAT, Coca-Cola, HBO, Vodafone) as well as national and local media companies.

EDUCATION

BACHELOR'S DEGREE IN INDUSTRIAL DESIGN

Universitatea Națională de Arte București, January 2011

WEBSITE, PORTFOLIO AND PROFILES

<https://www.logyqs.com/>

LANGUAGES

- **English**
Bilingual