

Contact

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Top Skills

Entrepreneurship
Marketing
Public Speaking

Languages

English (Professional Working)
Romanian (Native or Bilingual)
Russian (Native or Bilingual)
German (Elementary)
French (Elementary)

Certifications

Design Research: Enhancing the Designer-Client Relationship
Video and Audio for Designers with Creative Cloud: Part 1
Content Marketing: Videos
Building Online Communities
Getting Started in User Experience

Dumitru Popovici

Senior Digital Product Designer
Vienna, Virginia, United States

Summary

10 years of total experience as a User Experience Designer, with 4 years in Design Systems and Object Orientated Design.

Skills

- Demonstrated experience designing from concept to production.
- Experience in delivering design solutions for projects of large scope and complexity.
- A passion for simplifying complex problems and influencing stakeholders at all organizational levels
- Ability to deliver a long-term UX vision, with an iterative plan to actualize that vision over time in a rapid, iterative design and development environment.

Career highlights

- Increased the retention of subscribers by 5% on a 40,000 visitors per day web app.
- Improved rating on mobile app by 2 stars after the redesign.
- Conceptualized a product that attracted \$5millions in seed capital.
- Was part of a team that redesigned MCAT exams.

Experience

Fusedash

Senior Product Designer
October 2024 - Present (8 months)
Vienna, Virginia, United States

- Designed and managed data structures, pipelines, and visualizations to support data-driven decision-making.
- Designed interactive dashboards
- Collaborated with cross-functional teams to optimize data processing
- Improved decision-making by providing actionable insights through advanced analytics.

- Designed scalable data solutions to support business growth and strategic initiatives.

Self Employed

Independent Contractor - UX design, UI design, graphic design
August 2010 - February 2025 (14 years 7 months)

- Researched and defined UX strategy, contributed to the overall product and design direction from concept to implementation
- Developed creative and innovative design solutions for product education, acquisition, and activation experiences that help guide various types of customers from different backgrounds and with different requirements
- Constantly measured how designs are performing for target customers; iterate and improve those experiences
- Worked in a highly collaborative environment with engineers and other partners; invested in building relationships and trust with stakeholders and leaders.
- Presented work to partners, stakeholders and senior leaders regularly.
- Defined and shared UX design standards and guidelines.
- Advocated for consistency across team members and partners.

Notable Clients

Federal Railroad Administration

Early Childhood Education & Care Department

Fuselab Creative

Consumer Fusion

The Neuron

Your African Safari

Superstar

Vanco

Senior Product Designer

July 2022 - January 2024 (1 year 7 months)

- Identified, created, and tested assumptions & concepts with low-to-high fidelity prototypes and user flows.
- Lead the discovery, strategized concept design and launched phases of a project.
- Created and drove adoption of design guidelines, mechanisms, best practices, process, and tools. Impact
- Started a New Design System for the existing 40 products.
- Implemented single new identity.

- Innovated the way user stories were being created.
- Incorporated multiple user interviews in the feature decision making
- Introduced the object orientated design philosophy

T-Mobile

Senior UX Designer

October 2021 - July 2022 (10 months)

- Conduct audits and worked with internal teams to present findings
- Identify strategic opportunities to improve overall UX across client web properties

MISO3

Lead Interaction Designer

August 2017 - June 2021 (3 years 11 months)

United States

- Collaborated with technology, product, and business teams to uncover customer and business needs -then translating them into intuitive and engaging digital experiences.
- Owned end-to-end user journey and all aspects of design execution from ideation to prototyping to usability tests to final product

Impact

- Released a new product that attracted investors.
- Helped with the design direction for the next 5 years.

Association of American Medical Colleges (AAMC)

User Experience Designer

August 2020 - April 2021 (9 months)

- Collaborated with product managers, executives, and other stakeholders to incorporate specific design requirements, visual treatment, and content structure.
- Consulted with team members about the benefits of accessibility following WCAG and other accessibility guidelines and standards.
- Conducted UAT on multiple application to guide developers on components library in Jira.

Impact

- Designed over 30 new components for the newly design system that all MMC apps will use
- Released 6 updated apps with the help of 39 teammates.

Education

Babeş-Bolyai University

· (October 2004 - July 2008)