

# Claudiu Marin

✉ clauthedesigner@gmail.com ☎ +40728873040 in LinkedIn 📁 Portfolio

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|---------------------|---|
| <b>Current role</b> | Product Designer at Qori and Founder & Product Designer at Clarru Design                |
| <b>Experience</b>   | Cryptocurrency, Fintech, Design, B2B  |
| <b>Technologies</b> | Figma, Hotjar, Whimsical, Notion, CSS, HTML, Illustrator, Wordpress, Invision, Protopie |

## Work experience

### Product Designer, Qori

Oct 2022 – Present (5m)

Payment solutions for Merchants  
Cryptocurrency · Fintech

Figma Hotjar Whimsical Notion

- Analysed the existing products in the company and the problems users are facing
- Conducted competitor analysis in order to understand and build intuitive features leveraging what's already in the market.
- Ideated product solutions with PMs and engineered user flows/wireframes using FigJam.
- Scaled and leveraged the existing Design System by turning the FigJam wireframes into high-fidelity screens.
- Prototyped the high-fidelity Figma screens to validate them with the stakeholders
- Built and launched successfully 3 new product features.
- At any stage in the design phase, I worked closely with developers in order to validate the new features and to check for technical feasibility.
- Created various graphic design materials such as PPT presentations, one-pager designs, and social media designs.

### Founder & Product Designer, Clarru Design

Aug 2020 – Present (2y 7m)

All-in-one Design Agency  
Design

CSS HTML Illustrator Figma Wordpress Hotjar

- Provided complete design services to clients based on their specific needs.
- Built websites using WordPress and Elementor
- Implemented basic SEO strategies for websites
- Ideated and wireframed in FigJam with stakeholders to effectively communicate the marketing and sales needs of their website or app
- Developed MVPs for web and mobile apps using Figma
- Installed Hotjar on all websites created.

## Product Designer & Web Developer, Coorest 🌱

Feb 2022 – Oct 2022 (8m)

Providing carbon compensation for both B2B & B2C  
Cryptocurrency

CSS HTML Illustrator Figma Hotjar

- Developed the company website from start to finish, ensuring a seamless user experience across all devices
- Collaborated with multiple teams to create an intuitive design for the website's customers
- Crafted the Roadmap, utilizing Illustrator, Figma, and CSS animation for an eye-catching design
- Designed and developed Coorest's DApp user interface in collaboration with the tech team
- Prioritized the breadth of work and ideated with the CTO for the main sections
- Utilized Hotjar to research user problems and implement fixes for the DApp
- Transformed the desktop theme into a dark variant for improved user experience
- Designed mobile and tablet versions for optimal user experience

## UI / UX Tester at UserTesting, Freelance 🇺🇸

Apr 2019 – Jun 2022 (3y 2m)

See what your customers experience with real-time videos  
B2B

Invision Figma Protopie

- Tested the UI/UX for hundreds of websites, apps, prototypes, etc
- Evaluated website's flow and impression
- Assessed mobile apps
- Analyzed prototypes' logic
- Conducted tree testing to improve the navigation menus and make them more intuitive and user-friendly
- Evaluated design choices
- Assessed functionality

## Non Commissioned Officer, Romanian Gendarmerie 🇷🇴

Oct 2017 – Jun 2022 (4y 8m)

Military force with law enforcement duties.

- Worked as a law enforcement officer in various cities throughout Romania on diverse missions, including festivals, riots, raids, and city patrols.

## Education

### Memorisely

Aug 2022 – Sep 2022 (1m)

Bootcamp UX Research

- Learned research methods such as interviews, surveys, benchmarking, usability testing, synthesis, and report creation for gathering data on user experience and product performance.

### Military School for NCOs Gendarmes

Oct 2015 – Jul 2017 (1y 9m)

Post-secondary Degree Police training