

Claudiu Marin

Senior Product Designer

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About Me

I'm a Senior Product Designer with over 5 years of experience and an entrepreneur passionate about creating impactful products. I focus on taking ideas from scratch to successful launches, crafting beautiful interfaces and user experiences that truly work. Over the years, I've worked with several start-ups, often stepping into the unknown and turning vague ideas into effective MVPs. My work includes designing for both web and mobile platforms, and I've even built complete web design projects entirely on my own. I'm now looking for a new challenge where founders genuinely value the role of UX in their product's success.

Education

Memorisely Bootcamp

Design Systems - Oct 2023

Learned to create scalable design systems in Figma, focusing on design tokens, semantic aliasing, and component variants, while ensuring practical application and consistency.

Memorisely Bootcamp

UX Research - Sep 2022

Learned how to conduct user research, analyze insights, and use the findings to design solutions that address real user needs.

Language

- English
- Romanian

Skills

- Figma, Adobe Suite, HTML & CSS, Elementor, Wordpress
- UI/UX Design, Web Design, iOS/Android Design, Design Systems, Graphic Design
- Fintech, E-commerce, Crypto/Web3,

Work Experience

Lead Product Designer

2022 - Present

Sylq - Paris, France | Remote

- Designed the Sylq Mobile App, helping stores in France accept payments via card, bank transfer, and cryptocurrency, which led to over €1M in transactions.
- Built the Sylq Design System from the ground up, providing a strong foundation for all web and mobile products.
- Created Sylq's brand identity, including an illustration package, and handled designs for social media.
- Designed a dashboard for store owners to view payments, payouts, and transaction details, making the process easier and more intuitive.
- Built an automated onboarding system that reduced merchant registration time from 2 days to 1 hour, saving over \$428,000 annually and supporting growth.
- Improved the ecommerce site for POS terminals, leading to a 30% increase in revenue through better design and usability.
- Designed a mobile app for technicians, streamlining POS terminal repairs and increasing their work speed by 35%.

Co-Founder

2023 - Present

Festivawl - Hunedoara, Romania | Remote

- Created a mobile app to bring all music festivals onto one platform, making it easier for users to manage their festival experience without dealing with multiple apps.
- Built the brand identity from the ground up, including the logo, colors, and overall visual style, ensuring a consistent and engaging feel. Designed and developed the website from scratch, focusing on clear navigation and showcasing the app's value for both users and festival organizers.
- Officially launched in 2024 and finished the year with 6 official festival partnerships, over 10,000 downloads, and 4,000 registered users.

Freelance Product Designer

2019 - 2023

Clarru Design - Hunedoara, Romania | Remote

- Worked with diverse clients on Product and Web Design projects, helping raise over \$3M in Seed Rounds.
- Projects included sustainability websites, Web3 platforms, food delivery apps, and health and wellness websites.

Product Designer

2022 - 2022

Coorest - Amsterdam, Netherlands | Remote

- Built Coorest.io's Web3 website from scratch using Elementor and WordPress, leading to a successful IDO phase of \$0.75M.
- Designed their web app platform, enabling customers to manage NFTs, claim tokens, and offset CO2 emissions efficiently.

Military Cop

2017 - 2022

Romanian Gendarmerie - Romania

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