

Clau Marin

Senior Product Designer

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SUMMARY

Senior Product Designer with 6+ years of experience in **end-to-end product design**, building apps used by thousands of users worldwide. Skilled in **AI-powered prototyping (Cursor, Lovable, Figma, Framer)** and **design systems at scale**. Proven track record leading design for startups, from strategy to launch, driving **retention and revenue growth**.

EXPERIENCE

Senior Product Designer

Mar '25 – Present

Olyn

Remote

- Redesigned and rebuilt core UX for a SaaS platform enabling movie owners to monetize films through streaming, rentals, and sales.
- Designed customer dashboard (referrals, earnings, analytics) and movie owner dashboard (CMS) with DRM uploads (140GB+), content management, and team features.
- Created customer-facing frontend for browsing, renting, and purchasing films with simplified navigation.
- Led end-to-end design process: stakeholder interviews, flows, wireframes, prototypes, and usability testing.
- Leveraged AI-powered tools (ChatGPT, Cursor, Bolt, Lovable) to accelerate prototyping and reduce design turnaround.

Product Designer

Oct '22 – Mar '25

Sylq

Paris, France (Remote)

- Designed a cross-platform POS payments app for Android/iOS devices (PAX, Ingenico), enabling merchants to accept card, bank-to-bank (QR), and crypto payments via deep linking.
- Created merchant tools: transaction history, refunds, staff access controls, and manager dashboards.
- After merger into Sylq, redesigned ecommerce site for payment terminals (WordPress + Elementor), collaborating with developers on design & CSS.
- Improved conversion by 30% sales growth and boosted Google Reviews from 3.4 to 4.6 within months through new UX and trust strategies.

Founder & Chief Executive Officer

Apr '23 – Present

Festivawl

Hunedoara, Romania (Remote)

- Founded and led end-to-end design for Festivawl, a unified festival management platform serving both festival-goers (B2C) and organizers (B2B).
- Designed native iOS/Android app covering full user journey: onboarding, lineup calendars, real-time notifications, offline access, and social "Fun Box" tools.
- Built organizer-facing admin dashboard: lineup scheduling, team/partner management, analytics, and push notification system.
- Developed and maintained design system & brand identity, ensuring scalable, consistent UX across mobile + web.
- Drove adoption to 7,000+ downloads and 10+ partner festivals, achieving real-time communication with 50,000+ attendees.

Product Designer & Web Developer

Feb '22 – Jun '23

COOREST

Amsterdam, Netherlands (Remote)

- Redesigned and rebuilt company website from scratch using WordPress + Elementor, improving brand presence and performance.
- Overhauled web app UX with wallet connections, enabling users to view assets and NFTs tied to real-world trees.
- Designed flows for NFT-as-tree assets, showing detailed data, geographic locations, and growth insights.

Product Designer

Feb '19 – Apr '23

Clarru Design

Hunedoara, Romania (Remote)

- Building websites and apps for various clients.

Non Commissioned Officer

Jul '17 – Feb '22

Romanian Gendarmerie

Romania

- Worked as a law enforcement officer throughout Romania, on diverse missions.

EDUCATION

Design Systems, Memorisely Bootcamp

Sep '23 – Oct '23

UX Research, Memorisely Bootcamp

Aug '22 – Sep '22

SKILLS

Design & Prototyping Figma, Figjam, Cursor, Lovable, Framer, Design System, Wireframing, Prototyping, Midjourney, UX Research, Usability Testing, A/B Testing, Analytics-Driven Design, Accessibility, HTML/CSS, Wordpress, Elementor, Linear, Tailwind CSS

Languages Romanian, English