

Dan Dedi

dan.d.dedi@gmail.com

dandediu.com

linkedin.com/in/dan-dedi/

Product designer with a software engineering background and 10+ years of experience in the tech industry. Focused on simplicity and user-centric interfaces.

EXPERIENCE

Freelance

Product Designer
May 2024 - Present

Iello IT

UX/UI Designer (part-time)
Aug 2023 - Jan 2024 (6 mos)

Iello IT

Front End Lead (full-time)
Jun 2020 - Jan 2024 (3 yr 8 mos)

ACHIEVEMENTS & CONTRIBUTIONS

Cabina Foto Creciun (Photo Booth Renting Business)

- Streamlining the reservation process—15% more reservations were made without investing in marketing.
- Redesigning the pricing section reduced the calls related to pricing by 90%, with only 1 out of 10 users requiring assistance.
- Secured 8+ long-term clients by showcasing verified customer testimonials and trust badges in user experience.
- Conducted 10+ user interviews on strategic topics and essential features.
- Collaborated on branding, look-and-feel, marketing, and customer support.

Moldavi a Milano (Community website)

- Created mobile-first experiences, which increased participation (+ 80 new persons), showcasing the future events in a familiar manner.
- Increased meeting attendance by 65% by using social verification components and simplified attendance confirmations.
- The proper user experience has led to 80% of members using the website as a reliable source of information.
- Increased event awareness by launching a weekly newsletter event previews and recommendations.
- Created prototypes in Figma that helped evaluate design, facilitate communication, and gather user feedback.

- Designed an onboarding user flow for a mobile application.
- Established component and layout guidelines, which reduced the dev-design handoff time by 35% and optimised design system adoption.
- Identified market opportunities by conducting competitive analyses of over three products, which informed the launch of 4 major features.
- Increased the WCAG approval level to AA+ (90% coverage) by benchmarking accessibility standards across apps.
- Increased mobile satisfaction by adapting UIs for specific devices, reducing user errors by 25% in hotel booking flows.
- Accelerated productivity by mentoring 3-5 developers, enabling full project contributions in 2 weeks vs. 1 month.
- Improved data comprehension by developing interactive, animated diagrams and for User Dashboard, handling massive datasets for fintech users.
- Lead and mentored the team of 3-5 developers.
- Developed workflows and procedures that improved developers' productivity.

Dan Dedi

dan.d.dedi@gmail.com

dandediu.com

linkedin.com/in/dan-dedi/

Tarya

Front End Developer,
Sep 2019 - May 2020 (9 mos)

- Simplified complex business workflows by automating fintech processes, cutting task time from 30 min to 10 minutes.
- Protected user trust by implementing input validation + encryption, preventing 100% of data leaks.
- Improved the user experience and interface by taking part in the design of the file upload interface and later, implemented it.

FFW Agency

Front End Developer
Dec 2018 - Sep 2019 (10 mos)

- Boosted team efficiency 40% faster by creating a reusable UI library with Atomic Design, used by 3+ product teams.
- Ensured pixel-perfect UI by collaborating with design team, reducing design-dev gaps by 60%.
- Offered support to developers and designers to keep them up to date on the latest limitations and improvements in software frameworks.

LightCyphers

Front End Developer
Jan 2016 - Nov 2018 (2 yrs 11 mos)

- Created an environment tool for UI components that allowed the developers to create and test components in isolation.
- Reduced user task time by 40% by automating 5+ manual workflows, enabling faster decision-making for logistics teams.
- Cut data search time from 10 minutes to 30 seconds by developing a dashboard with intuitive filters, improving daily productivity for 50+ dispatchers.

EDUCATION

Free International University of Moldova (ULIM)

Bachelor of Engineering - BE, Information Technology, 2014 - 2019 (5 years)

KEY SKILLS

User Experience Design (UX)

Interviews, Heuristic Evaluation
Ideation, User Flows,
User Centered Design,
Information Architecture,
Wireframes, Rapid Prototyping

User Interface Design (UI)

Micro-interactions,
Branding, Styleguides,
Design Systems,
HiFi Mockups

Web Software Development

HTML, CSS, JavaScript,
Responsive design,
Agile,
Component Libraries
Web Animations

People Management

Team Leadership,
Culture Experimentation,
Goals & Growth Plans,
Cross-team Collaboration