

Dan Dediu

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EU, Citizenship, Romanian.

Product designer with a software engineering background and 10+ years of experience in the tech, SaaS, Fintech industries. Focused on creating simple and user-centric interfaces.

EXPERIENCE

Freelance & Contracts

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)

- Streamlined the reservation and pricing experience, increasing bookings by 15% and reducing pricing-related support requests by ~90% without marketing spend.
- Improved conversion and trust by integrating social proof (verified testimonials and trust badges), helping secure 8+ long-term clients.
- Informed product and UX decisions through 10+ user interviews and close collaboration across branding, marketing, and customer support.

Confidential SaaS Client (Hotel Management Platform)

- Helped transform complex hotel operational logic into intuitive, role-based dashboards.
- Improved usability of high-density interfaces by refining layout structure and interaction patterns.
- Reduced UI inconsistencies by introducing shared component patterns and design guidelines.
- Focused on clarity and visual hierarchy in high-density dashboard layouts to reduce cognitive load for operational users.
- Designed a mobile-first onboarding experience that reduced cognitive load and helped users reach core features faster.
- Built and evolved a scalable design system, defining component and layout guidelines that improved consistency and accelerated design-development collaboration.
- Shaped product direction through competitive analysis (3+ products) and accessibility benchmarking, contributing to 4 major feature launches and achieving WCAG AA+ compliance (~90%).
- Increased mobile satisfaction by adapting UIs for specific devices, reducing user errors in hotel booking flows.
- Improved UI consistency and reduced visual regressions by introducing component-driven development and Storybook.
- Improved information understanding by developing interactive, animated diagrams and for User Dashboard, handling massive datasets for fintech users.
- Balanced design quality with engineering constraints in a fast-moving SaaS environment.
- Developed workflows and procedures that improved developers' productivity.
- Lead and mentored the team of 3-5 developers.

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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.
- Worked closely with designers to refine user flows, micro-interactions, and layout behaviour.
- Improved the user experience and interface by designing of the file upload interface and later, implemented it.

FFW Agency

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

- Improved UI consistency and reduced visual regressions by introducing component-driven development and Storybook.
- Worked closely with designers to refine user flows, micro-interactions, and layout behavior.
- 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)

- Translated designs into reusable, accessible components while preserving interaction details.
- Improved UI consistency and reduced visual regressions by introducing component-driven development and Storybook.
- Reduced user task time by automating 5+ manual workflows, enabling faster decision-making for logistics teams.

EDUCATION & CERTIFICATES

Bachelor of Engineering - BE, Information Technology

2014 - 2019 (5 years)

Free International University of Moldova (ULIM)

AI for Designers

IxDF - Interaction Design Foundation - [Credential ID 191522-2025-1184103](#)

Emotional Design - How to Make Products People Will Love

IxDF - Interaction Design Foundation - [Credential ID 191522-2025-1185226](#)

User Research - Methods and Best Practices

IxDF - Interaction Design Foundation - [Credential ID 191522-2025-1183298C](#)

Interaction Design for Usability

IxDF - Interaction Design Foundation - [Credential ID 191522-2025-1184387](#)

KEY SKILLS

User Experience Design (UX)

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

Web Software Development

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

User Interface Design (UI)

Micro-interactions, Interaction Design, Branding, Style-guides, Design Systems, HiFi Mockups

People Management

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