

Adrian Penu

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📍 Remote (UK based)

UX Designer with experience in industry-specific SaaS and B2B platforms. Expertise in Digital Dentistry and Computer Aided Design. Skilled in finding solutions for clients by creating and implementing strategies based around user pain points and business requirements. Able to communicate design decisions and understand technical limitations.

Skills & tools

- Applying Design Thinking
- User research and Information Architecture
- Prototyping at different fidelity levels
- Creating and conducting user testing
- Presenting and explaining rationale behind designs to stakeholders
- Adapting to fast paced environments and meeting deadlines
- Being able to work independently and in a team
- Building teams and training new recruits
- Figma
- Adobe Creative Suite
- Html
- CSS
- GitHub (version control)

Education

Careerfoundry, EU

UX Design and Front-end Dev,
Dec 2021- Oct 2022

Lambeth College, UK

Dental technology
Sep 2012 - May 2014

Work permit

Eligible to work in the UK

Work experience

UX/UI Designer, Great Technology

Oct 2021 - present

- Responsible for improving user experience of our digital SaaS platform and orthodontic products by combining customer insights, business analytics and design strategy
- Turning highly technical tools into user friendly layouts that increase efficiency and improve navigation
- Finding user-based solutions that lead to increase in sales and staying up to date on current industry trends and market conditions
- Working cross-functionally with product manager and engineers to drive direction and vision for our product across the industry
- Designing high fidelity responsive layouts in Figma, Adobe XD and implementing best practices for seamless experience across all platforms and screen sizes
- Consulting stakeholders on improving SaaS platform usability and workflow between dental labs and surgeries
- Using CAD software to design products and to create orthodontic treatment plans for feasibility analysis

Dental CAD technician, various labs

Oct 2012- Sep 2020

- Responsible for creating orthodontic treatment plans using CAD software
- Perform research on product technologies and structures to implement into design concepts
- Modified and revised existing methodologies to meet customer expectations by creating and conducting treatment evaluations
- Communicated with all members of the dental team to ensure delivery of high quality work leading to customer satisfaction
- Developed a high level of attention to detail which is required in the medical field leading to decrease in complaints
- Trained and supervised graduates to ensure they meet the standards and integrated them into a fast paced environment