

# CEZAR STIRBAT

Product Designer (UI/UX) | B2B SaaS

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## PROFESSIONAL SUMMARY

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Product Designer with 5 years of experience designing complex B2B products: invoicing and billing, HR and payroll, citizen payment applications and warehouse management. Works end to end, from user research, information architecture and user flows to high-fidelity UI, design systems and developer handoff. Designed web and mobile products for Belgian, Dutch and Lithuanian markets. Combines product design with hands-on HTML, CSS and WordPress, and uses AI tools (Figma Make, Claude Code) to speed up concept iteration and design system maintenance. Applies WCAG 2.1 AA accessibility guidelines and works closely with product owners and developers in Agile teams.

## CORE SKILLS

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**Product & UX Design:** Product design, user flows, information architecture, wireframing, prototyping, high-fidelity UI, mobile-first and responsive design, complex forms and data-heavy interfaces, dashboards, data grids

**Research & Validation:** User research, user interviews, usability testing, personas, UX audits, surveys

**Design Systems:** Component libraries, design tokens, Figma variables, atomic design, design documentation

**Accessibility:** WCAG 2.1 AA, color contrast, accessible components

**AI-Assisted Design:** Figma Make for rapid concept iteration, Claude Code for design tokens, variables and design system maintenance

**Tools:** Figma, Figma Make, Sketch, Adobe Creative Suite, Miro, Zeplin, Jira, Confluence, Claude Code, HTML, CSS, WordPress, Elementor

**Collaboration:** Scrum, Agile, stakeholder communication, developer handoff, cross-functional collaboration, mentoring

## PROFESSIONAL EXPERIENCE

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**UI/UX Designer (Contractor),** EndPrize Solutions LLC, Remote

*July 2025 – Present*

- Contribute to the design of the Live Broadcast functionality for a fan-based content creation app.
- Own end-to-end design for six product areas: Settings module, User Stats modal, Purchased page, Tutorials page, newsletter subscription in the sign-up flow and orientation preferences pop-up.
- Designed the User Stats modal, giving creators statistics and insights on individual users through charts, data grids and KPIs.
- Redesigned the Settings module to make navigation clearer and components consistent across the app.

**UI/UX Designer,** Centric IT Solutions, Iasi, Romania

*June 2023 – December 2025*

- Designed UI/UX for a full HR & Payroll system, including employee onboarding and offboarding and employer management flows.
- Designed the organization tree module, making it easier for HR administrators to create and manage company structures.
- Delivered UI/UX for a Dutch citizen payment application, including a redesign of the "Betalen" payment interface with new components and spacing rules.
- Updated UI colors and components to align with WCAG 2.1 AA accessibility guidelines.
- Optimized mobile and tablet layouts and created a color-guided documentation system for the development team.
- Designed components for Locus WMS (warehouse management), including skeleton loaders, status bars, menu panels and data grids.
- Built the Centric Lithuania website from scratch in Elementor; became lead web developer for the site and managed ongoing client communication.
- Contributed to Centric's internal design guild and to university training initiatives.

**Visual Designer,** Codeless Technology B.V., Iasi, Romania

*March 2022 – June 2023*

- Led UX/UI design for core ERP/CRM features: notes, attachments and release notes.
- Designed Google Ads banners, LinkedIn visuals and video assets for lead generation campaigns.
- Designed a whitepaper for client acquisition, working with the marketing and creative directors.
- Delivered marketing visuals, social media content and UX enhancements for ERP and CRM products.

**Web Designer**, Colibri Consulting, Iasi, Romania

September 2021 – March 2022

- Designed and implemented WordPress websites for clients across multiple industries.
- Designed and built an online ordering shop for a local restaurant.
- Designed the website for the Mamaia residential complex, including custom configuration features for collecting buyer data.
- Maintained 15+ WordPress sites, handling updates, stability and plugin optimization.
- Created visuals for Google Ads campaigns and produced digital and print assets.

## SELECTED PROJECTS

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**Strategium Billing Center: Invoicing Platform (Web & Mobile)**, Product Designer, Belgium

2026

- Redesigned Strategium's existing invoicing platform on web and mobile and designed new features for the Belgian market.
- Conducted user interviews and usability testing to understand invoicing workflows and validate design decisions.
- Designed advance payment handling, allowing advances to be recorded and reflected directly on invoices.
- Designed linking one estimate to multiple invoices, so a single quote can be billed across several invoices.
- Designed the company website from scratch.
- Worked directly with the product owner to define requirements and priorities, and with the developer through implementation.
- Owned the design cycle from information architecture and wireframes to high-fidelity UI and developer handoff.
- Built the design system and component library to keep web and mobile consistent.

## EDUCATION

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**Master of Arts, Public Relations, Advertising and Applied Communications**

Alexandru Ioan Cuza University, Iasi, Romania | 2022 – 2024

**Bachelor of Arts, Visual Arts and Design**

"George Enescu" National University of Arts, Iasi, Romania | 2018 – 2021 | Graduated with 9.66/10

## CERTIFICATIONS & COURSES

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- Google UX Design Professional Certificate (Coursera)
- Interaction Design Foundation: Design Thinking – The Ultimate Guide
- Uxcel: Mobile Design, Design Thinking, UX Research, AI in UI/UX Design, Design Accessibility

## LANGUAGES

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Romanian (native) | English (professional working proficiency) | French