Călin Dodițoiu

Bucharest, Romania — Working remotely

Senior Product Designer & Webflow Developer with 8+ years of experience creating exceptional user experiences that drive significant growth. My expertise in data-driven design, Figma, and Webflow allows for efficient project execution and enhances collaboration with development teams to deliver superior product quality.

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Employment History

Senior Product Designer & Webflow Developer @ Atta Systems

JUN 2018 - PRESENT // HYBRID - BUCHAREST, ROMANIA

- My main role was leading Product Design and Webflow Development for Medicai (2020-Present):
  - Owned the end-to-end UX/UI for their web app, mobile app, and marketing website, driving strategy to serve clinicians in 50+ healthcare organizations worldwide.
  - Scaled the platform from MVP to 5,000+ MAU, while tripling organic website traffic to 60,000 monthly visits in the past two years.
  - Programmatic SEO growth: using Webflow, I've helped implement the current 30,000+ page website, including native multilingual support, boosting discovery and engagement
  - Design System: built a Figma component library, significantly slashing design-to-dev hand-off time.
  - Clinician-centered workflows: ran dozens of in-person and remote interviews to map multi-step clinical flows into lean UIs
  - Conversion optimization: collaborated with Marketing & Sales to lift visitor-to-signup conversion rate from 1% to 4.0% in the past 2 years.
  - Read my Case Study on Medicai: www.calindoditoiu.com/work/medicai

Additional achievements during my tenure:

- Contributed to designing and shipping 20+ digital products and websites across MedTech, EdTech, Government sectors, and more, overseeing UX/UI from conception to deployment.
- Conducted end-to-end workflows including persona building, wireframes, usability testing, and dev handoff.
- Introduced Figma and Webflow to the workflow, modernizing internal processes and cutting design-to-dev time.
- Led redesign of the company website (www.atta.systems), built in Webflow
- Mentored interns through structured feedback and project-based coaching.
- Participated in agile sprints and collaborated closely with developers for optimal design fidelity.

Design Intern @ Grapefruit

NOV 2017 - FEB 2018 // ON SITE - BUCHAREST, ROMANIA

- Developed UI/UX and web design skills through practical projects.
- Conducted user research and created wireframes.
- Designed production-ready layouts for a website and a mobile app.
- Gained valuable insights into the web design process

Consulting & Project Expertise

Product Designer & Webflow Developer @ Vatis Tech

JUN 2023 - PRESENT (CONSULTANT/PART-TIME ROLE) // REMOTE - BUCHAREST, ROMANIA

- Oversaw a complete redesign of the Vatis Tech AI transcription platform and marketing website, transforming the user experience from a complex, engineer-focused tool to an intuitive, user-friendly platform.
- Contributed to a 4x increase in Monthly Recurring Revenue (MRR) by simplifying the core user journey and improving platform usability.
- Lifted the website-to-app conversion rate from 1% to 4% by redesigning the onboarding flow and clarifying the value proposition.
- Increased deep product engagement, achieving a ~13-minute average session time in the core transcript editor.
- Read my Case Study on Vatis Tech: www.calindoditoiu.com/work/vatis-tech

Education

Computer Science and Information Technology

Faculty of Automatic Control and Computers, University POLITEHNICA of Bucharest

2015 - 2018

- Gained a strong foundation in programming, software architecture, and human-computer interaction.
- Collaborated on multidisciplinary projects with developers and engineers, which sparked a growing passion for user experience and interface design.
- After three years of academic training, I chose to transition and apply my technical background into a full-time design career.

Skills & Tools

Core Competencies

Data-Driven Design, UI/UX Design, Wireframing, Prototyping, Interaction Design, Design Systems, User Research, Usability Testing, Information Architecture, Cross-functional Collaboration, User-Centered Design, Mobile-First Design

Tools

Figma, JIRA, Miro, Notion, Adobe Creative Suite

Development

Webflow, HTML, CSS, JavaScript

Awards & Recognition

Awards won together with my colleagues at Atta Systems.

ANIS R&D Project of the Year (2023) for Eupnoos

ANIS Startup of the Year (2021) for Medicai

Languages

- 🇷🇴 Romanian — Native
- 🇬🇧 English — Fluent / Bilingual