Călin Dodițoiu

Senior Product Designer

BUCHAREST, ROMANIA // WORKING REMOTELY

Senior Product Designer and Webflow Developer with 8+ years of experience creating exceptional user experiences that drive measurable business growth. Proven expertise in data-driven design, user research, and cross-functional collaboration. Successfully scaled multiple products while increasing conversion rates. Specializes in SaaS platforms, mobile apps, and web design and development.

www.calindoditoiu.com   hello@calindoditoiu.com   www.linkedin.com/in/calindoditoiu/

Core Competencies

Design Skills

User Experience Design (UX), User Interface Design (UI), Product Design, Design Systems, Wireframing, Prototyping, Interaction Design, Information Architecture, User Research, Usability Testing, A/B Testing, Conversion Rate Optimization

Technical Skills

Figma, Webflow, HTML, CSS, JavaScript, Adobe Creative Suite, Sketch, InVision, Principle, Framer

Methodologies

Design Thinking, Agile Development, Scrum, User-Centered Design, Mobile-First Design, Responsive Design, Design Sprint, Lean UX

Analytics & Tools

Google Analytics, Hotjar, PostHog, Mixpanel, JIRA, Notion, Miro, Slack, Trello

Work History

Senior Product Designer & Webflow Developer @ Atta Systems

JUN 2018 - PRESENT // HYBRID - BUCHAREST, ROMANIA

- Primary Focus: Medicai Platform (2020-Present)
  - Led end-to-end UX/UI design for web application, mobile app, and marketing website serving 50+ healthcare organizations worldwide
  - Scaled platform from MVP to 5,000+ monthly active users through user-centered design approach
  - Increased organic website traffic by 200% to 60,000 monthly visits over 2 years through strategic design and SEO implementation
  - Improved visitor-to-signup conversion rate from 1% to 4% through conversion rate optimization
  - Built a comprehensive Figma design system and component library, reducing design-to-development handoff time by 60%
  - Conducted 50+ user interviews with clinicians to optimize multi-step clinical workflows
  - Implemented programmatic SEO strategy, resulting in a 30,000+ page website with native multilingual support
  - Case Study: calindoditoiu.com/work/medicai

Additional achievements:
- Designed and shipped 20+ digital products across MedTech, EdTech, and Government sectors
- Introduced Figma and Webflow to the company workflow, modernizing design processes
- Mentored design interns through structured feedback and project-based coaching
- Collaborated with cross-functional teams in agile sprints to ensure optimal design implementation
- Participated in product strategy sessions and contributed to roadmap planning

Senior Product Designer & Webflow Developer @ Vatis Tech

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

- Led complete redesign of AI transcription platform and marketing website, transforming a complex technical tool into an intuitive, user-friendly platform
- Contributed to a 400% increase in Monthly Recurring Revenue (MRR) through improved user experience
- Increased website-to-app conversion rate from 1% to 4% by redesigning the onboarding flow and clarifying the value proposition
- Achieved 13-minute average session time in the core transcript editor through enhanced user engagement design
- Implemented user research methodologies, including user interviews, usability testing, and analytics review
- Case Study: calindoditoiu.com/work/vatis-tech

Design Intern @ Grapefruit

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

- Developed foundational UI/UX and web design skills through hands-on projects
- Conducted user research and created wireframes for web and mobile applications
- Designed production-ready layouts and prototypes
- Gained experience in the design process from concept to final implementation

Education

Computer Science and Information Technology

Faculty of Automatic Control and Computers, University POLITEHNICA of Bucharest

2015 - 2018

- Focused on programming, software architecture, and human-computer interaction
- Collaborated on multidisciplinary projects with developers and engineers
- After three years of academic training, I chose to transition and apply my technical background to a full-time design career

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

English: Fluent / Bilingual

Romanian: Native