

Călin Dodițoiu

Senior Product Designer

BUCHAREST, ROMANIA

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

Senior Product Designer with 8+ years designing complex B2B SaaS products and AI-powered tools. Proven track record scaling products through data-driven design, optimizing technical workflows, and close collaboration with engineering teams. Expertise in conversion optimization, design systems, and shipping products that balance sophisticated functionality with intuitive user experience.

Core Competencies

Product Design: UX/UI Design • Design Systems • Prototyping • User Research • Usability Testing • A/B Testing

Technical: Figma • Webflow • HTML/CSS/JavaScript • Adobe Creative Suite • Sketch • Framer

Growth: Conversion Rate Optimization • Analytics • SEO Strategy

Methods: Design Thinking • Agile/Scrum • User-Centered Design • Design Sprints • Lean UX

Tools: Google Analytics • Hotjar • PostHog • Mixpanel • JIRA • Notion • Miro

Work History

Senior/Lead Product Designer at Atta Systems

JUN 2018 - PRESENT

Led product design for 20+ products spanning B2B SaaS, government systems, and B2C applications spanning healthcare, education, and enterprise software.

- Scaled flagship product from MVP to **30k+ active** users across **70+ organizations worldwide**, designing workflows for users managing sensitive data (Case study: www.calindoditoiu.com/work/medicai)
- Led design for **government case management platform** managing **20,000+ cases** across multiple districts, replacing paper-based processes with digital workflows in a highly regulated environment
- **Drove 4x increase** in MRR through comprehensive product and website redesign
- **Increased conversion rates by 4x** through UX optimization, A/B testing, and funnel analysis across multiple products
- **Designed for diverse user types:** technical experts (engineers, data analysts), domain specialists (clinicians, educators), administrators, and end consumers, adapting design approach to each audience
- Designed and built **10+ production websites in Webflow** for clients across industries, handling both design and development
- **Drove 2x growth** in organic traffic to **60k+ monthly visits** through strategic redesign of flagship product website (medicai.io)
- Built and maintained comprehensive Figma design system, reducing design-to-development handoff time by **~60%**
- **Led user research initiatives** across varied contexts, from highly regulated enterprise environments to consumer-facing applications, conducting interviews, surveys, and usability studies
- **Drove cross-functional collaboration** with engineering, product, and marketing teams in agile environments, adapting communication style to technical and non-technical stakeholders
- **Shipped products across platforms:** web applications, mobile apps (iOS/Android), marketing websites, and internal tools
- **Contributed to award-winning products:** ANIS Startup of the Year (2021) and ANIS R&D Project of the Year (2023)

Design Intern at Grapefruit

NOV 2017 - FEB 2018

Developed foundational UI/UX and web design skills through hands-on projects in agency environment.

- Conducted user research and created wireframes for web and mobile applications
- Designed production-ready layouts and prototypes for client projects
- Gained experience in the full design process from concept to final implementation

Education

Computer Science and Information Technology

2015 - 2018

Faculty of Automatic Control and Computers, University POLITEHNICA of Bucharest

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

Languages

English: Fluent / Bilingual

Romanian: Native

Additional Experience

Ex-Founding Designer @ SeeSnap

Led all product design for construction tech startup from 0 to 1. Owned end-to-end design (product, brand, web, investor materials) and collaborated directly with founders on product strategy. Contributed to securing ~\$500k in seed funding.