

Calin Doditoiu

Senior Product Designer

BUCHAREST, ROMANIA

Summary

Product designer with 9+ years of experience leading end-to-end design efforts across web and mobile platforms, with a focus on startups. Proven success in scaling award-winning products, designing technically complex systems where reliability, performance, and multi-role workflows are core to the product, and driving strategy in collaboration with engineering and stakeholders.

Portfolio: calindoditoiu.com **Email:** hello@calindoditoiu.com **LinkedIn:** linkedin.com/in/calindoditoiu/

Skills

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

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

Tools: Figma, Claude Code, Codex, Cursor, Webflow, HTML/CSS/JavaScript, Adobe Creative Suite, Sketch, PostHog, Mixpanel, Google Analytics, Hotjar, Linear, JIRA, Notion, Miro, Framer

Work Experience

JAN 2026 - PRESENT

Senior Product Designer - Synthflow AI (Full-time, Remote)

Synthflow AI is a voice AI platform for deploying autonomous phone agents at scale. Sole designer, working directly with the founders. Highlights include:

- Sole designer across the entire product, collaborating directly with founders and engineering on strategy, roadmap, and feature definition
- **Led design for core platform features:** Omnichannel, Knowledge Bases, call transfer suite (human detection, screened transfers), MCP-based agent actions, an LLM workspace assistant (Aurora), and an Observability module, validating directions through customer research calls
- **Synthflow Vector: led design of a new enterprise agentic product from zero to launch**, defining the product architecture, information model, and core vocabulary alongside the founding team, and designing everything from product to brand identity and marketing site

JUN 2018 - DEC 2025

Senior Product Designer - Atta Systems (Full-time, Remote)

Atta Systems is a software development agency working with startups and SMBs. I have led or contributed to product design for complex technical products spanning B2B SaaS in healthcare, government systems, education, and more. Achievements include:

- Scaled Medicaï (medical imaging infrastructure-as-a-service) product from MVP to **30k+ active** users across **70+ organizations worldwide**, designing workflows for users managing sensitive medical data
- Contributed to a **5x increase in MRR** through product and website redesign
- Led website design efforts contributing to **1M+ organic sessions** and **5.5x traffic growth** via UX and SEO improvements
- Led design for a government platform managing **20,000+ cases in real-time**, digitizing paper-based workflows in a highly regulated environment
- **Designed for diverse user types**: technical experts (engineers, data analysts), domain specialists (clinicians, educators), administrators, and end consumers
- **Led user research initiatives** across varied contexts, from highly regulated enterprise environments to consumer-facing applications, conducting interviews, surveys, and usability studies.
- **Built and scaled Figma design systems**, reducing design-dev handoff time by approximately 60%
- Designed and built **10+ production websites in Webflow** for clients across industries, handling both design and development
- **Contributed to award-winning products**: ANIS Startup of the Year (2021) for Medicaï, and ANIS R&D Project of the Year (2023) for Eupnoos

NOV 2017 - FEB 2018

Design Intern - Grapefruit (Full-time, Hybrid)

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

Additional Experience

APR 2023 - JUN 2025

Design Consultant - Vatis Tech (Freelance, Remote)

- Led design of AI voice transcription platform for 40+ global language markets
- Key areas I designed include the transcript editor, the AI assistant, and the API Dashboard
- **Increased conversion rate by 4x** and **drove 4x MRR** growth through product and website redesign
- Applied mixed-method research, including interviews, usability testing, and data analysis

MAR 2019 - DEC 2024

Founding Designer - SeeSnap.AI (Freelance, Remote)

- Led all product design as a founding team member while maintaining my full-time agency role
- Owned end-to-end design: product, brand, website, and investor pitch materials
- Contributed to securing **~\$500k in seed funding**

Education

OCT 2015 - OCT 2018

Computer Science and Information Technology - 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
- Transitioned into a full-time design career after three years

Languages

- **English:** Fluent / Bilingual
- **Romanian:** Native