

Robert Mihai

Product Designer

Experience

Product Designer / [idontknow.studio](#)

Jan 2023 – Present

- Co-founded a design studio, leading projects end-to-end for small business clients across mobile and web platforms
- Defined project scopes, created and iterated on design systems, and collaborated closely with developers to ensure pixel-perfect handoff
- Improved stakeholder communication by setting realistic goals and maintaining consistent delivery, resulting in high client retention rate
- Built and adapted branding guidelines, helping launch 5+ new products to market

UX/UI Collaborator / [MUXA \(Digital Agency\)](#)

Feb 2023 – Jul 2025

- Supported the design and launch of 15+ digital products, including dashboards, mobile apps, and B2B tools
- Conducted client discovery sessions, defined user flows, and created prototypes aligned with user needs and brand goals
- Designed developer-ready components and assets, reducing engineering time-to-implementation and improving design fidelity
- Developed strong skills in asynchronous collaboration and agile design sprints

UX/UI Design Contractor / [Afficiency \(B2B SaaS\)](#)

Feb 2023 – Jul 2025

- Led UX design for a suite of internal tools optimizing life insurance policy processing for employees
- Conducted usability testing and analyzed performance data to identify UX bottlenecks, leading to a 25% improvement in task efficiency
- Delivered redesigned flows and improved accessibility across legacy systems

Visual Designer / [self-employed](#)

Apr 2019 – Jan 2023

- Created brand identities and marketing assets for over 30 clients, including merchandise, posters, animations, and landing pages
- Helped early-stage businesses improve brand perception and online presence, leading to increased engagement across channels

Education

Cognitive Science Bachelor / [UNIBUC](#)

Oct 2023 – Jul 2026

- Focus on Human-Computer Interaction, Neuroscience, AI, and Research Methods

UX Design Academy / [DesignLab](#)

Oct 2022 – April 2023

- Intensive certificate program with mentorship, hands-on projects, and a modern UX curriculum

Contact Information

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[linkedin](#)

Website / Portfolio

www.robertmihai.com

Industry Knowledge

UX Research:

Usability Testing, User Interviews, Concept Testing, Surveys, A/B Testing, Secondary Research

Design Execution:

Wireframing, UI Design, Interaction Design, Design Systems, Rapid Prototyping

Developer

Collaboration:

Handoff
Documentation,
Component Libraries,
HTML/CSS,
Responsive Layouts

Tools & Technologies

Figma
Webflow
Framer
Adobe Suite
Blender

Languages

English (C2)
Romanian (native)