

Mădălin Duca

Senior Product Designer with 10+ years of experience in UX, strategy & design.

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Summary

Senior Product Designer with 10+ years of experience across AI, fintech, govtech, SaaS, and consumer products. Hybrid background in UX strategy, UI design, design systems, and front-end development. Specialized in delivering polished end-to-end product experiences.

Experience

- **Incredibeary Design Studio**
Founder & Product Designer
Mar 2021 - Present

- Designed and developed multiple MVPs from scratch, leading concept exploration, UX flows, prototypes, and UI execution.
 - Conducted user interviews with early adopters to uncover pain points and validate direction.
 - Built the initial design system and scalable interaction patterns.
 - Created UX documentation and feature specs to support development clarity and velocity.
 - Crafted product messaging and UX copy that improved onboarding and conversion clarity.
- **Revocalize**
Product Designer
May 2023 - Apr 2025

- Synthesized user feedback to identify recurring UX issues and deliver actionable improvements.
 - Designed new product features through user flows, prototypes, and visually refined UI.
 - Simplified cross-platform workflows and established predictable interaction models.
 - Created investor-ready product materials that helped secure pre-seed funding.
 - Integrated a CMS into the Webflow site to streamline content management and reduce engineering load.
- **WP Chill**
UX Designer
Aug 2022 - Mar 2023

- Improved the UX of WP Modula (100,000+ downloads) through customer feedback analysis and usability testing.
 - Designed new UI elements and refined feature flows for clarity and ease-of-use.
 - Built the WP Modula demo website to showcase functionality and improve conversion.
 - Worked with developers to resolve UI inconsistencies and strengthen product quality.
- **ING Tech - Dealwise**
UX Designer
May 2019 - Dec 2019

- Created a scalable mobile design system with consistent components and interaction patterns.
 - Conducted user interviews, survey analysis, and usability testing to inform product decisions.
 - Designed end-to-end workflows and prototypes for iterative testing.
 - Developed and refined gamification concepts that boosted engagement.
 - Collaborated closely with engineering for high-quality implementation.
- **Majoritas**
UX/UI Designer
Aug 2018 - May 2019

- Designed websites, mobile interfaces, and campaign assets for international political clients.
 - Created dashboards for campaign and voting tools focused on clarity and rapid decision-making.
 - Built user flows and high-fidelity UI for govtech platforms.
 - Aligned design execution with campaign objectives and user needs.
 - Helped improve data comprehension and coordination across campaign teams.
- **Hyper**
UX/UI Designer
Aug 2016 - Feb 2018

- Designed proof-of-concept mobile app interfaces, user flows, and polished UI.
 - Built interactive prototypes to validate concepts and align stakeholders.
 - Designed, coded, and optimized landing pages for clarity and conversion.
 - Ensured cohesive product experiences across UX, UI, and front-end.
 - Enabled rapid iteration cycles through hybrid design-development involvement.
- **DontPayFull**
UX/UI Designer
Aug 2015 - Aug 2017

- Improved conversion flows and signup UX for dontpayfull.com.
 - Designed the UX and UI for the complementary mobile app to expand platform engagement.
 - Built brand guidelines and a design system enabling consistent multi-platform execution.
 - Improved navigation, content clarity, and user flow efficiency.
 - Supported company growth through more predictable and scalable UX patterns.
- **Freelance UX/UI Designer**
2013 - 2015

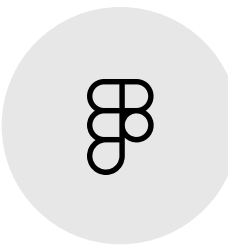
- Designed digital experiences across web, mobile, and branding for diverse industries.
 - Created the UX, UI, and front-end for Patook, later featured by VICE, BBC, TechCrunch, and GeekWire.
 - Conducted 50+ UX/UI audits to identify usability issues and propose improvements.
 - Balanced UX strategy, visual design, and prototyping in varied environments.

Education



Bachelor of Power Engineering & Computer Science
University POLITEHNICA of Bucharest
2011 - 2015

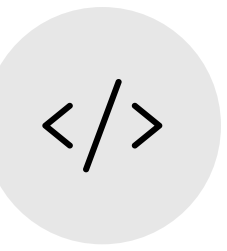
Skills



Design Tools
Figma
Sketch
Adobe Suite
Webflow



Design Skills
Wireframing
User Flows
Prototyping
UI Design
Visual Design
Design Systems
Product Strategy
UX Writing & Microcopy



Development Skills
React (with Next.js)
HTML/CSS
JavaScript
PHP
Cursor/Lovable