

# Radu Iulian Baba

Lead Digital Designer · Art Director

Art Director and UX/UI Lead with over 15 years of experience in designing digital products from discovery to delivery. Skilled in user research, prototyping from LoFi to HiFi, and creating accessibility-focused UI for web and mobile.

Managed full UX/UI design process for P&O Cruises' booking system, MyCruise portal, and onboard guest app, collaborating with product owners, developers, and insights teams. Proficient with AI tools and LLM prompting in research, rapid UX concept development, and documentation. Experienced in leading and mentoring design teams in agency and corporate environments.

## work experience

April 2025 – Present

### Lead Digital Designer

Carnival Group UK (P&O Cruises & Cunard)

Design Systems Lead embedded within a cross-functional digital product team, overseeing design infrastructure for two well-known cruise brands worldwide.

- Developed and implemented two enterprise design systems — for P&O Cruises and Cunard — with over 200 components and variants, adopted by Studio, Content, and eCommerce teams.
- Created a comprehensive Figma ecosystem used throughout the organisation; migrated all legacy agency components into smart, auto-layout, token-driven elements.
- Led UX design for P&O Cruises' main Booking Flow, MyCruise section, and onboard guest app, from user research and stakeholder interviews to high-fidelity prototypes and developer handoff.
- Collaborated with front-end developers on design token deployment, CSS consistency, and JavaScript interaction testing.
- Conducted usability studies with the Insights team to enhance web and app features iteratively.
- Mentored three in-house designers, coordinated external teams of 2–3 designers, organised monthly creative ideation sessions, and facilitated company-wide design networking.
- Leveraged LLM and AI tools to speed up design documentation, stakeholder briefs, and concept development workflows.

April 2021 – April 2025

### Senior Digital Designer

Coda Communication

Senior designer at a full-service digital agency specialising in UX/UI, design systems, and digital projects for a diverse international client base.

- Delivered 3 end-to-end design systems — Servomex, SkyBitz, and Sensopart (web + email) — across 10+ brand touch points and platforms, including WordPress, Magento, and bespoke stacks.
- Designed digital products and campaign assets across the full funnel: websites, landing pages, emails, web banners, and social assets for clients in tech, industrial, SaaS, and FMCG sectors.
- Implemented a Figma-based creative feedback loop adopted across Studio, Digital, and Account Management — reducing revision cycles and improving client handoff clarity.
- Supervised and mentored a team of 4 designers; presented design rationale directly to senior client stakeholders.
- Applied LLM prompting tools to support content briefs, rapid UX concepting, and app design research tasks.

March 2019 – April 2021

### Lead Creative Designer

ICAAL

Led creative initiatives for clients in the DIY, hospitality, and medical sectors; oversaw junior designers and implemented structured quarterly reporting and client presentation processes.

- Created the agency's in-house photography and video department, including studio setup, lighting design, and building a supplier network.
- Managed project timelines, budgets, and scheduling within the creative department for multiple ongoing client retainers.

# work experience

December 2017 – August 2018

## Senior Art Director

Wunderman-Thompson International

- Art directed Coca-Cola's BTL campaign 'The Soundtrack of Your Life' at both national and international music festivals.
- Managed branding and packaging for Nestlé and Unilever portfolios and played a key role in the nationwide Ford EV launch, including trade show design and digital/video art direction.

December 2015 – December 2017

## Lead Creative Designer

Wave Advertising

- Led creative department operations; delivered Coca-Cola Zero national awareness campaign and international recruitment drive across Romania, Bulgaria, Turkey, and Greece.
- Delivered campaigns for Lidl, Sheraton (Starwood Group), Guinness, Heineken, Carlsberg, Jack Daniel's, and Huawei.

# core skills

**Design Systems** – Architecture, component libraries, design tokens, multi-brand/multi-platform documentation, design QAs

**Figma** – Advanced: component variants, auto-layout, shared libraries, prototyping, token integration, development handoff

**UX & Product Design** – User research, usability testing, wireframing, LoFi–HiFi prototyping, journey mapping, WCAG accessibility

**Prototyping tools** – Figma Make, Webflow, Framer

**AI & LLM Prompting** – AI-assisted design workflows, LLM prompting for ideation, research synthesis, and documentation

**Front-End Collaboration** – HTML, CSS, Token Studio, JavaScript interaction QA, developer handoff

**Art Direction** – Digital campaigns, ATL/BTL, brand identity, style guides, multi-channel creative execution

**Adobe Creative Cloud** – Photoshop, Illustrator, InDesign, Premiere Pro, After Effects

**CMS & Platforms** – WordPress, Magento, and bespoke web stacks

**Marketing Platforms** – Mailchimp, HubSpot, Salesforce Pardot

**Project Management** – Roadmap planning, stakeholder management, cross-functional coordination, budgeting, sprint facilitation

# certifications

Google Professional UX Design Certificate (2025)

Google Digital Marketing & E-Commerce Certificate (2025)

Adobe Digital Marketing Certificate (2025)

Salesforce Pardot Email Design Certification (2021)

HubSpot Email Marketing Certification (2021)

Mailchimp Email Marketing Certification (2021)

Adobe Creative Cloud — Certified Professional (2018)

# education

## BA Hons. Film Production & TV Directing

I.L. Caragiale International University of Theatre & Film, Bucharest, Romania (2005–2009)

## Baccalaureate — Mathematics & Computer Sciences

OMNIA High School, Constanta, Romania 2001–2005

# languages

**English** — Full Professional

**French** — Professional Working

**Romanian** — Native