

Roman Gavrilovici

SENIOR PRODUCT DESIGNER · LONDON, UK · AI-ENABLED PRODUCTS

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■ PROFILE

Senior Product Designer with **10+ years** designing web and mobile products across **fintech, Web3, AI and e-commerce**. I turn complex, data-heavy systems, from securities-lending operations to delivery routing, into clear, intuitive workflows, leading end to end from research to delivery.

AI is part of how I work, not just what I design for. I use Claude, ChatGPT, Grok Bot, Codex and Cursor to synthesise research, pressure-test ideas, draft copy, prototype in code and automate repetitive tasks, while keeping judgement, taste and user insight firmly human.

■ EXPERIENCE

Freelance — Senior Product Designer

Jan 2024 - Present

- **EMAS Residence (2025 - present):** designing the end-to-end experience of a real estate management platform (admin web and mobile), turning complex, regulation-heavy data and business constraints into clear, status-driven workflows.
- **Courier (2024 - 2025):** designed a route-planning app for delivery drivers end to end with the founder: three ways to build a route (manual, spreadsheet import, barcode scan), optimisation and quick stop updates. Cut route planning from **15+ min to under 2 min**; launched in **under 3 months** with **500+ active users**.

Sharegain — Senior Product Designer

Jan 2022 - Dec 2023

Fintech · securities lending

- Led research, concept, design, user testing and delivery of the **Exception Management Tool (EMT)**, a web app for resolving trade exceptions, with a PM, team lead and 6+ engineers.
- Cut manual operations per trade by **82%**; **64%** of settlement processes now run through EMT.
- Mapped four exception flows with operations stakeholders, then replaced a tab-heavy legacy dashboard with one cascade view: grouped exceptions with deadline countdowns, trade context and history.

Art AI — Product Designer

Apr 2021 - Dec 2021

- Designed **Artify**, the company's flagship product for creating personalised digital artwork, leading UX from concept to execution: user journeys, onboarding and interaction models.

Bohoro — Founder / Designer

Oct 2019 - Mar 2021

- Founded an e-commerce fashion brand, owning design, branding and digital marketing; built a CRM strategy for customer engagement and used data insights to optimise promotions.

MUUME — UX/UI Designer

Mar 2014 - Sep 2019

- Designed for a mobile platform unifying banking, payments and loyalty programmes in one app; designed and optimised business payment workflows for more efficient transactions.

ESM — Web Designer

Jun 2013 - Dec 2013

- Designed and built websites and digital assets for sports clients; developed social media content strategies.

■ SELECTED WORK

EMT (web, Sharegain) · **Courier** (mobile, client) · **Zenith Wallet** (mobile crypto wallet, concept). Case studies at **romangavrilovici.com**

■ SKILLS & TOOLS

Design

End-to-end product design, interaction design, design systems, prototyping, data visualisation, accessibility

Research

User research, interviewing, usability testing, Jobs-to-be-Done, journey mapping

AI

AI-powered product design, AI-assisted workflows & prototyping, prompt engineering

Tools

Figma, Framer, Webflow, Miro, Claude, ChatGPT, Grok Bot, Codex, Cursor, Photoshop, Illustrator

■ EDUCATION

Pearson BTEC HND Level 5 Diploma — Digital Technologies (AI)

Sep 2026 - Jul 2028

University Centre David Game (UCDG), London · full-time, in progress

Master's Degree — Computers, Informatics & Microelectronics

2007 - 2012

Technical University of Moldova, Chişinău