

Florin Stoian

Product Designer

From graphic design to product design.

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I started in graphic design and moved into product, spending the last 5 years in UX across e-commerce and fitness. The craft carried over: design systems teams build from, decisions tested against data, and now Notch, a native iOS strength app heading for a 2026 App Store launch.

2014

STARTED IN GRAPHIC DESIGN

2021

MOVED INTO PRODUCT & UX

2026

LAUNCHING NOTCH · APP STORE

EXPERIENCE

2025–Present
Independent

Builder, **Notch** SIDE PROJECT

- Designing and building a native iOS strength-training app end to end: concept, brand, design system, every screen and flow, through to a 2026 App Store launch.
- Plan and run the product roadmap: features ship in small builds and get tested with real lifters in a private beta.
- Ran a feature-prioritisation survey with early users and built the most-requested features: progress views that read training from several angles, like strength trend per lift, personal records, and muscle-group balance.

2023–2026
Bucharest

UX/UI Designer, **The Conqueror Challenges**

- Redesigned the homepage and all-challenges catalogue for cold traffic: analytics first, then research, design and an A/B test against the old pages. Organic click-through rose 68%.
- Rethought the pricing step of the acquisition flow: three pricing tables competing for the click became one plan selector with a single call to action. Conversion rose 11% across the test rounds.
- Designed the company design system on the shadcn framework: one source of truth that the dev, campaign and creative teams all built from.
- Shipped funnels, campaign pages and licensed product pages (Harry Potter, Star Wars, Looney Tunes) for an audience of millions.

2022–2023
Bucharest

Growth Team Lead / UX Designer, **Lensa**

- Led a small growth team across UX, CRO and content, reporting to the C-suite and owning the conversion roadmap.
- Built a persona-based funnel system: a dedicated flow for each user persona, personalised down to product category, tested in Google Optimize and read in GA4.

2021–2022
Bucharest

UX & Graphic Designer, **Vivre Deco**

- Designed internal web tools for the legal, finance and commercial teams, cutting task time by about 30%.
- Built a modular design system and validated new flows with usability testing.

2020–2021
Bucharest

Art Director, **Lemon Ice Agency**

- Designed for web, social media and campaigns across the agency's clients.

2017–2020
Remote

Co-Founder & Creative Director, **Uzor Webtailors**

- Co-ran a branding and web studio: client work, creative direction, and a three-person design and dev team.

2014–2017

Earlier

Freelance branding, web design and 3D work.

SKILLS & TOOLS

Product: Product strategy, discovery, prioritisation, roadmapping, data-informed decisions

Research: Usability testing, A/B testing & experimentation, funnel analysis, surveys

Design: UX & interaction design, UI & visual design, design systems, information architecture, branding

Tools: Figma, Adobe CC, GA4, Hotjar, Framer, Claude Code, Cursor, SwiftUI, Supabase, WordPress