

FLORIN STOIAN

UX/UI Designer

I close the gap between what a business needs and what its users will actually do.

Bucharest, Romania · EU remote · UTC+2 · EU work authorization
Email: stoianflorin.c@gmail.com · Phone: +40 736 989 142
Portfolio: florin-stoian.pages.dev · LinkedIn: linkedin.com/in/fc-stoian



Freelance 2014–17 Uzor Webtailors 2017–20 Lemon Ice 2020–21 Vivre Deco 2021–22 Lensa 2022–23 The Conqueror 2023–now
NotchLift 2025–now

PROFESSIONAL SUMMARY

UX/UI designer: 12 years in design, the last 5 in UX/UI for web and iOS. My redesigns at The Conqueror won live A/B tests: **+68% organic click-through** and **+11% pricing conversion**. I also designed NotchLift, an iOS app on the App Store since August 2026, and directed its build with AI coding tools.

WORK EXPERIENCE

UX/UI Designer, The Conqueror Challenges

Bucharest · Apr 2023 – Present

When I joined, design ran on basic libraries and ping-pong, with no SOPs. Now dev, campaign and creative teams build from my design system, and work moves through SOPs I wrote with the PMs.

- **Homepage:** **+68% organic click-through**, A/B tested on live traffic. Cold visitors met 60+ challenge cards and left, so I rebuilt the information architecture: pitch and proof first, catalog one click back.
- **Pricing step:** **+11% conversion** after four to five live A/B rounds with a developer and a CRO specialist. Three plan tables, each with its own button, became one selector with one button.
- **Direct-checkout landing pages** for paid traffic, prototyped and built with Cursor, with checkout on the same page so each ad angle could be tested. One test made dynamic landing pages the default.
- **Licensed challenges:** approval templates, a checklist and one review flow for the designs sent to licensors, across 18 properties.

HARRY
POTTER

STAR
WARS

THE
LORD
OF THE
RINGS

THE
AVENGERS

GAME OF
THRONES

THE
WITCHER
WILD HUNT

LOONEY
TUNES

TOY
STORY

Plus The Hobbit, The Mandalorian, Scooby-Doo, Jujutsu Kaisen, Star Trek, Tomb Raider, Elvis Presley, Frida Kahlo, Corpse Bride and IT.

- **Mockup tool**, built alone with Cursor: drop in a design, pick a phone or desktop model, and export a photoreal render for campaigns, with or without background, turning on any axis.

Also: a page-speed pass on image weight; creative reused my pages as references. **Team:** cross-functional, with developers in Agile sprints, PMs, a CRO specialist, campaign teams (art directors, copy, social media), creative, content research and medal designers.

Tools: Figma, shadcn/ui, Cursor.

Growth Team Lead, Lensa

Bucharest · May 2022 – Mar 2023

I led a four-person growth team across UX, CRO and content for lensa.ro, an eyewear e-commerce store, reporting to the C-suite and owning the conversion roadmap.

- **+15% leads** from one funnel per persona, personalized down to product category, A/B tested in Google Optimize and read in GA4.
- **Test operations:** a hypothesis backlog, a test calendar and monthly reporting to leadership. I trained each new team member on the process.

UI/UX Designer, Vivre Deco

Dec 2021 – May 2022

- **Internal tools** for the legal, finance and commercial teams, on a modular design system, with usability testing on every new flow before build. The teams reported about 30% less time per task.

Senior Graphic Designer, Vivre Deco

Apr 2021 – Nov 2021

- Campaign design for 9 Eastern European markets, and newsletter sign-up flows.

PERSONAL PROJECT

UX/UI Designer & Builder, **NotchLift**

Designed and built solo · 2025 – Present

- **Goal:** an iOS strength log that shows lifters when they are ready to push, in as few taps as possible.
- **Scope:** research, brand, UI, design system, SwiftUI app and website, built by directing Claude Code.
- **Way of working:** user interviews with four lifters and Reddit threads mined for pain points, turned into personas, plus a competitive analysis of more than ten apps.
- **Result so far:** live on the App Store since August 2026 (apps.apple.com/app/id6773306835), two updates in the first eight days. One token source, 20 primitives and 30 chart components across about 90 views, WCAG AA, checked in a 379-item audit. 117 published articles and 9 calculators.

What I learned

- **An AI harness beats one-off prompts.** Project rules, a design rulebook and six custom skills for research, pricing and copy review steer the agents, so the output stays on spec.
- **Go deep on pain points, then build up.** Every feature starts from something a lifter struggled with.
- **Hand off what holds up in code:** states, edge cases and tokens, so developers build instead of guessing.

| **FOUR REAL USERS TELL YOU MORE THAN FORTY OPINIONS IN A MEETING.**

EARLIER CAREER

Art Director, **Lemon Ice Agency**

Bucharest · 2020 – 2021

- Campaign art direction for Thermomix, Eglo and LaProvincia.

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

Remote · Jul 2017 – Jul 2020

- A three-person studio where I did the design, WordPress development, content, social media and performance marketing, plus the pitching, recruiting and training of new colleagues. Clients included BRD, F64 and MaxBet.

Freelance Designer

Remote · 2014 – 2017

- Branding, web, print and advertising design, plus 3D modeling and animation, for clients including Aeroportul Otopeni, Tymbark and Salatini.



SKILLS & TOOLS

Research: user research, user interviews, usability testing, personas, competitive analysis

Design: UX design, UI design, visual design, typography, interaction design, mobile app design, responsive web design, prototyping, wireframing, user flows, information architecture, design systems, design tokens, accessibility

Growth & data: A/B testing, conversion optimization, product analytics · **Domains:** e-commerce, health & fitness

Collaboration: cross-functional collaboration, stakeholder management, Agile, mentoring, end-to-end ownership, remote and async work

Design tools: Figma Photoshop Illustrator Claude Design

AI prototyping & build: Claude Code Codex Cursor

Code I read and direct: SwiftUI React shadcn/ui

Data & stack: PostHog GA4 Supabase MailerLite

EDUCATION & CERTIFICATIONS

Architecture studies (3 years)

Google UX Design Professional Certificate, Google / Coursera

2021

Anthropic courses: Building with the Claude API, Agent Skills, Subagents, AI Fluency for Builders

2026

LANGUAGES

Romanian (native) · English (C1, advanced)