

Mădălina Țaina

Senior UX / Product Designer & Front-End Developer

CONTACT

Portfolio
madalinataina.com/work

Email
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Location
Bucharest, Romania

LinkedIn
linkedin.com/in/madalinataina

Behance
behance.net/MadalinaTaina

SKILLS

UX & Research

User Research · User Interviews · Usability Testing · Journey Mapping · Information Architecture · User Flows · Heuristic Evaluation · A/B Testing · CRO · UX Audits · Workshops · Agile

Design & Tools

Figma · Sketch · Photoshop · Adobe XD · Design Systems · Atomic Design · Prototyping · Style Guides · Mobile-First · Branding

Front-End & Accessibility

HTML5 · CSS3/SCSS · Tailwind CSS · JavaScript · Bootstrap · WCAG · SEO · Git · Jira · Shopify · Claude Code

Domains

Fintech · Healthcare · SaaS & analytics · Travel Tech · E-commerce · B2B platforms

15
years of experience

200+
projects delivered

Professional Summary

Senior UX/Product Designer with **15 years** of experience designing scalable digital products in **Fintech, Healthcare, SaaS and Travel Tech**. Leads the full UX lifecycle: user research, journey mapping, information architecture, design systems and developer hand-off. Strong front-end background (HTML5, CSS3/SCSS), so designs are accessible (WCAG), component-based and technically feasible. Experienced with complex workflows, data-heavy dashboards and conversion-focused e-commerce.

Available for full-time and contract roles · on-site in Romania · remote worldwide

Professional Experience

UX Designer, Front-End Developer & Project Manager
Inotec Agency (own agency / freelance) | Jun 2014 – Present

- Lead UX, UI and front-end delivery for SMBs and web, design and marketing agencies, from research and documentation to implementation.
- **2026:** UX audits of checkout funnels and product discovery paths for healthcare and dietary-supplement e-commerce, based on Baymard methodology.
- **2025:** Tech101, DCAR, Imonitor (UX and branding: structure, user flows, system logic, layout) and 123credit (front-end UI and SEO).

UI/UX Specialist
FaunusPlant | Jan 2025 – Jun 2025

- Designed mobile-first UI and built landing pages and blog posts, optimized for performance, responsiveness and accessibility.
- Ran A/B tests, usability testing and user research; managed Shopify promotions.

UI/UX Design Lead
NomaDigital | Jul 2024 – Dec 2024

- Led UI design in Figma, user flows and user research; built the design system and branding for a digital services company website.

UI/UX Designer
Credex (fintech) | Sep 2023 – Dec 2023

- Designed the UI of a mobile financial app for credit cards and loans in Figma, from user flows to final screens.
- Ran user research and met regularly with stakeholders and team members to align design with business and technical needs.
- Created the design system for consistent, scalable screens and smooth developer hand-off.

Lead UI/UX Designer
Research Ops | May 2023 – Feb 2024

- UI design in Figma for websites and landing pages; graphic design for social media.

UI/UX Designer
Idiomatic (analytics SaaS) | Nov 2021 – May 2022

- Redesigned an analytics platform in Figma: prototypes, user journeys, user research and stakeholder meetings.
- Improved data representation and created the design system.

UI/UX Designer
Custify (SaaS) | Dec 2021 – Mar 2022

- Designed new features and pages in Figma and added components to the design system.

EDUCATION

Bachelor's, Computers
Faculty of Automatics, Computers and Electronics, Craiova
2006 – 2010

Bachelor's, Finance-Banking
Bucharest Academy of Economic Studies
2006 – 2009

CERTIFICATIONS

Google

- Foundations of UX Design
- Project Management (Specialization)
- Digital Marketing & E-commerce (Specialization)
- Generative AI Learning Path

Interaction Design Foundation

- Agile Methods for UX Design
- Web Design for Usability
- Conducting Usability Testing
- AI for Designers
- Visual Design: The Ultimate Guide
- Mobile UX Strategy
- + 5 more UX courses

Credly profile IxDF profile

LANGUAGES

Romanian
English
French Advanced (certified, 2016)

STRENGTHS

Communication · Empathy · Teamwork · Time Management · Self-motivation · Creativity · Analytical Thinking · Detail-oriented

SELECTED PROJECTS

Fintech mobile app
Registration, OTP, PIN and biometrics

Risk management platform
B2B web app · dense data and forms

Travel experiences marketplace
Web and mobile app · design system

Paybilla
Billing platform · web design & branding

NomaDigital & Tech101
Websites · design system · brand

Web agency website
Website UI & design system

Full portfolio: madalinataina.com/work

UX Designer & Front-End UI Developer
Cognizant Microsoft Business Group (incl. New Signature) | Feb 2021 – Nov 2021

- **MET Office MASS platform** (Microsoft project): discovery, user research, interviews, workshops and design system.
- **New Signature:** UX analysis, design in Sketch and Figma and responsive front-end; improved client UI designs and delivered a style guide, saving developer effort.

Lead UX Designer
Peruzzi Services | Jun 2021 – Nov 2021

- UX and UI design in Figma/Sketch, design implementation and direct client work (incl. Riskontrol).

UX Designer & Front-End UI Developer
Mongoose Technologies (IoT) | Feb 2019 – Jan 2021

- Designed and built dashboards, settings panels and websites (Sketch, Figma; HTML5, SCSS, Bootstrap 4/5).
- Competitor research, UX analysis, style guides and SEO.

Lead UX Designer & Front-End Developer
Paybilla (payment processor, fintech) | Oct 2018 – May 2019

- Owned UX/UI and front-end for the company websites, the payment flow and the merchant management platform: card and crypto payments, billing, subscriptions and analytics.
- Kept the product simple: all the features needed for high-level crypto trading, without overloading users with complicated functions.
- Led competitor research and UX analysis; designed in Sketch, built responsive UI with HTML5, SCSS, jQuery and Bootstrap 4; created the style guide and built data graphs from JSON.
- Contributed to the rebrand and SEO; worked with Git and Jira. Case study on Behance.

UX Designer, UI / Front-End Developer
Earlier roles, separate companies | 2012 – 2018

- **Form Corp** (UX Designer, 2018, remote): design system, updated user flows and new pages for a smart-forms automation platform.
- **Omnisource Technologies** (UI/UX Developer, 2017–2018): implemented two large healthcare web apps with dashboards for appointments, billing, inventory and reports.
- **ENDprize Solutions** (UI Developer & UX Designer, 2017): presentation websites and a large web app, with UX and SEO.
- **CustomSoft Romania** (front-end and UI/UX consultant, 2017; UI for e-commerce projects, 2021).
- **Webliant** (Front-End Developer & UI/UX Designer, 2015–2016): internet banking, gaming management and travel platform interfaces.
- **programatorweb.ro** (UX Designer, PHP Developer, SEO, 2012–2014).
- **Front-end developer** (short engagements, 2014–2018): Busteco, Mind Magnet, The Adgency, Mindit Software, Ontugo, Nextus Solutions, Creative Luggage, Zerobounce.

Recommendations (LinkedIn)

> *"Hard-working and exceptionally talented UX designer who helped us deliver several high-profile projects."*
> Florin Preda, EMEA Head of Application Development, Cognizant Microsoft Business Group

> *"I worked with Madalina on a key project for one of the UK's largest Construction and Property Services organizations, Madalina has a key eye for detail and was very easy to work with. Madalina would go above and beyond with our client to exceed expectations and the client feedback was very positive."*
> James Stewart, Business Development Director, Cognizant Microsoft Business Group (UK & Germany)

> *"She managed the entire UX/UI and front-end development aspects of the product."*
> Cristian Fieraru, CTO, Paybilla