



# Bubu Dragos-Valentin

Lead UI/UX Designer

EXPERIENCE

12 Years

DATE OF BIRTH

14 February, 1992

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PORTFOLIO

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LINKEDIN

<https://www.linkedin.com/in/dragosbubu>

Hello 🙌 I'm Dragos Bubu. It's great to meet you!

For over a decade, I've been working with Fortune 500 companies (NATO, IBM, Lenovo, Oracle), small businesses and early stage start-ups. The projects I've worked on range from logo design, branding, web design, mobile apps, web apps, dashboards and design systems. ✨ My approach is based on simplifying complex user journeys and overload of information based on cognitive psychology and design principles, research, followed by usability testing to ensure end customers gain maxim value from the experience.

## Highlights

- 12+ years of experience across the full product design process, including web, mobile and dashboard applications, interactive prototyping, and developer handoff.
- Extensive experience working in Agile environments with both small and large cross-functional teams.
- Skilled in conducting user interviews and gathering both qualitative and quantitative insights to inform design decisions.
- Led design initiatives end-to-end, taking ownership of the full design process, team coordination and final deliverables

USERS REACHED

10M

Contributed to digital products used by over 10 million users worldwide.

CONVERSION RATE

39%

Helped achieve conversion rates of up to 39% through user-centered product and UX improvements.

DISCOVERABILITY

80%

Increased feature discoverability by 80% through clearer information architecture and interface design.

WORK VELOCITY

40%

Improved feature release speed by 40% by creating and scaling dedicated design systems.

# Experience

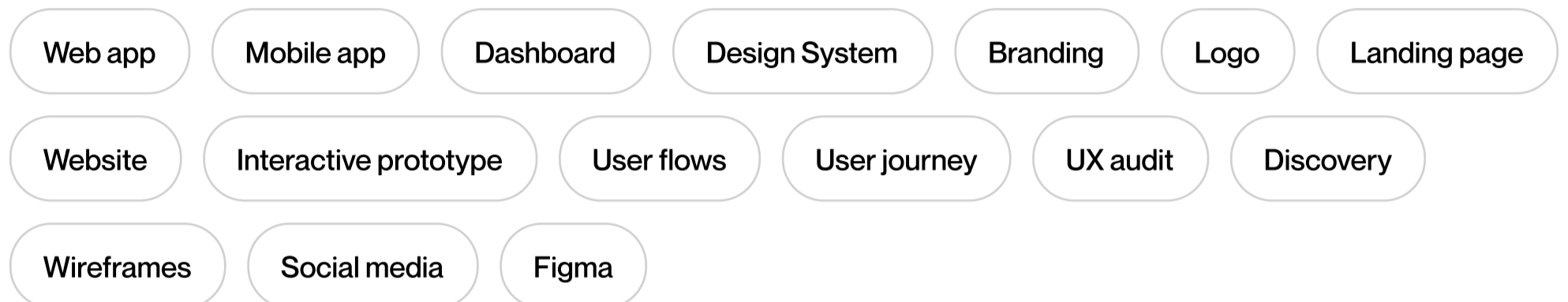


**Lead Designer**  
ELEVENSPACE

Jun 2022 - Present

At ElevenSpace, I provided product design services built on precision and strategy, creating digital experiences where every interaction feels effortless and every feature supports real business growth.

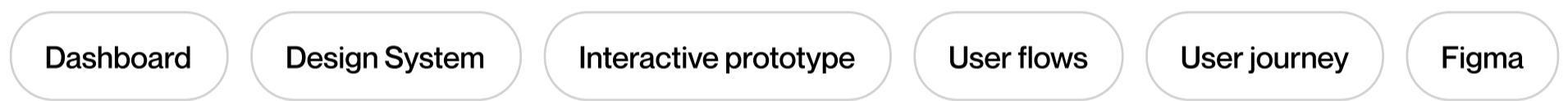
With over a decade of experience in product design, I've partnered with 50+ businesses and brands worldwide, helping many achieve results such as 29% higher conversion rates, 40% faster feature development and time-to-market, 80% improved feature discoverability and 80% greater product design consistency.



**Lead Designer**  
NATO

Sep 2021 - Jun 2022

- Led agile-based UX team, mentored team members to assume responsibilities when needed and took ownership of creating and maintaining a central Design System for a dashboard solution
- Delivered UX/UI interactive prototypes for an AI-driven (Artificial Intelligence) human resources platform that helped the NATO organization quickly filter candidates and build teams



**UI/UX Designer**  
LENOVO

Sep 2019 - Sep 2021

- Collaborated closely with Product Development teams in Agile environments to design and launch new features and cloud-based SaaS products.
- Created and maintained an internal Design System to support Lenovo MVP initiatives and improve design consistency across products.
- Worked cross-functionally with developers, product managers and stakeholders to streamline workflows and accelerate product delivery.



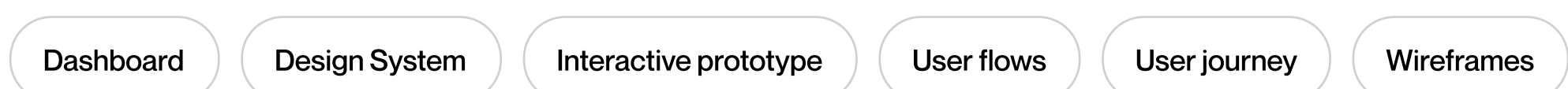
**UI/UX Designer**  
ORACLE

Dec 2017 - Sep 2019

- Worked closely in Agile manner with the Product Development teams on external-facing solutions and custom internal platforms, starting from brainstorming ideas, creating wire-frames, building interactive prototypes, delivering the visual resources and supervising the implementation process.
- Applied Design Thinking principles and techniques in the process of prototyping demos for strategic applications and business verticals (industries)

Additional responsibilities:

- Presented walking tours to promote our services to stakeholders, different teams, organizations
- Held design interviews, mentoring and preparing new team members to get familiar with tools, processes and assume responsibilities when required



# Experience



**UI/UX Designer**  
MAGNISTUDIO

Jun 2015 - Nov 2017

- Collaborated with stakeholders to clarify requirements, define product challenges and align on strategy and business goals.
- Created interactive prototypes to validate concepts, test usability and gather early feedback.
- Delivered high-fidelity, responsive designs across web, mobile and cross-platform experiences.

Dashboard

Website

Apps

User flows

User journey

Adobe tools



**UI/UX Designer**  
THEMEISLE

Dec 2014 - Jun 2015

- Designed and developed custom WordPress themes tailored to business and user needs.
- Customized existing WordPress themes and plugins to improve functionality and user experience.
- Collaborated with developers and clients to translate business requirements into responsive website solutions.

Website

Wordpress

Plug-in

Adobe tools

# Education



**Bachelor of Engineering, Computer Science - English Stream**  
UNIVERSITY POLITEHNICA OF  
BUCHAREST

Oct 2011 - Jun 2015

- Grade: 8.66
- Subjects covered: Object Oriented Programming, Web Applications Development, Semantic Web, Advanced Mathematics, Professional Communication, Software Development Methods, Computer Networks, Human-Computer Interaction.
- Thesis subject: "Smart eProfile Matcher" - Platform for project-based collaboration

# Cerifications



**Building Better User Experiences with a Product Thinking Approach**

AWWWARDS



**Make Design Systems People Want to Use**

AWWWARDS



CAMBRIDGE

**Cambridge Certificate in Advanced English (CAE) C1 level**

UNIVERSITY OF CAMBRIDGE



**Cisco Information Technology**

CISCO

# Recommendations



**Dana Ezzeddine**

MANAGER - NATO

I worked with Dragos on a project for NATO for more than 8 months, and during this time it was such a pleasure to see him perform in his UI/UX design role. His strong experience and knowledge in his field was immediately evident. He was able to provide solutions to problems immediately, and had quick turnaround with work between initial designs, gathering feedback, and applying changes. Interpersonally, it was also a pleasure to work with Dragos. His calm and collected approach made complex tasks seem simple, and I could also learn a lot from him. He is a valuable asset to any design team.



**Joey Fuit**

UI/UX DESIGNER - NATO

I had the pleasure to work with Dragos on the IBM NATO account, with him being my senior, for the past year. I was impressed by his knowledge, speed and skill when it comes to the many facets of UX/UI-Design. We worked together on creating a new style and a design system from scratch for a web application, where he took the lead. He built up a structure and produced high quality designs, wire-frames and components in a relatively short time. It's clear he has a broad understanding of all the facets of UX-design. He worked closely with stakeholders and users in order to create and adapt his design to fit the users' needs perfectly.

His management style is one of collaboration and guidance rather than just simply giving out orders. This is a pleasant way of management and helped me grow a lot as a designer and led to me being able to do more meaningful contributions to the project. Dragos is a kind, calm, humble, knowledgeable and skillful designer and it was a pleasure working with him!



**Stefan Petrica**

MANAGER - LENOVO

Dragos is one of the most talented designers I had the pleasure to work with. His steady approach and ability to decompose any complex challenge gives him an edge while working with multiple cross-functional teams and specialists. He doesn't settle and always finds ways to bring new tools, processes and industry standards to the team. Dragos's innate curiosity and desire to learn will make him a valuable addition to any team who strives to wear the customer's shoes and wants to deliver world-class UX/CX design. Given the opportunity, I would love to have the chance to work with Dragos again in the future.



**Mark Molander**

USER EXPERIENCE  
ARCHITECT - LENOVO

Dragos is an excellent visual designer. He boldly set a new design vision for Lenovo, and worked with all the right people to ensure it met all the various requirements, and it is now getting implemented. Dragos is extremely easy to work with, and eager to improve existing designs where needed. Dragos is also super proficient using the design tools such as Figma. It was a pleasure collaborating with Dragos.



**David Goltz**

MANAGER - ORACLE

I have had the pleasure to work with Dragos in experience design across a wide array of subject matters. Dragos is a highly skilled UX designer, great communicator and above all exemplifies what it means to be a team player.



**Bogdan Enăştescu**

UX DESIGNER - ORACLE

I'm pleased to recommend Dragos for the User Experience knowledge and friendly, people-oriented personality. He's a very talented UX Designer with a facility for translating business needs into innovative solutions. Dragos would be an asset to any company or organization; he earns my highest recommendation.

# Projects highlights

