PRODUCT DESIGNER

Iulia Dinescu

I’m a Product Designer with 3+ years of experience designing web & mobile products, and helping turn complex business goals into clear, delightful user experiences.

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Experience

Product Designer @ Solid Apps

December 2024 - Present

Worked on end-to-end design projects, from research and discovery to implementation. Improved usability, simplified complex workflows, and aligned user needs with business goals.

- Helped launch **Winston AI** and **Fit.AI** on the App Store by leading product design and competitor research.
- Conducted competitor research.
- Designed wireframes, user flows, and high-fidelity interfaces for core features across for mobile and web application.
- Collaborated with development teams throughout implementation to ensure designs were translated accurately into the final product.

Product Designer @ Freelance

March 2023 - Present

- Redesigned **Meaningful Planet’s** website to support its strategic shift from B2C to B2B.
- Led **Webfaction’s** dashboard redesign and conduced moderated user research to validate new designs.

Designer @ Ideologiq

August 2023 - December 2024

Ideologiq is a full-service agency working with some of the largest European companies, offering comprehensive solutions from digital marketing to development.

- Worked on the design of **Novo Nordisk’s** upcoming website, with a focus on clear messaging and improved UX.
- Designed campaign assets for Google Search, LinkedIn, and Facebook lead generation campaigns for **Work Evolution Summit**.
- Doubled engagement across all social channels for **Alphega Pharmacy**.
- Conducted A/B tests.
- Monitoring and reporting of KPIs to both internal and external stakeholders.

Marketing designer @ Hope and Homes for Children (NGO)

April - July 2023

Hope and Homes for Children is an NGO with a mission to find homes for institutionalised children. I briefly took on a project for them and my work achieved a 75% increase in Facebook reel views, 43% higher engagement, and a 32% boost in click-through rates after a newsletter redesign.

Marketing Designer & Copywriter @ MCBA EVO

April 2022 - July 2023

MCBA EVO is an innovative online social media and brand reputation management company.

- Ran A/B tests and explored creative designs for InDental, resulting in a 390% increase in CTR.
- Monitored KPIs, created reports and ensured a smooth collaboration with all stakeholders.
- Guided a team of 3 social media strategists, ensuring timely and effective delivery of social media services and materials.

Special Issue Editor @ MDPI Publishing - Genes Journal

September 2020 - March 2022

MDPI is an open-access academic publisher. Identified emerging Genetics topics, mentored new editors, supported authors throughout peer review, and managed the layout and proofreading of scientific publications to ensure high editorial standards.

Education

Psychology (BS)

Babeș-Bolyai University, Cluj-Napoca, Romania

Biochemistry and Cell Biology (BS, Cum Laude)

University of California, San Diego, USA