



Adrian Manolache

Senior UX & Product Designer

8+ years leading UX for enterprise digital platforms across insurance, cyber security, and multi-stakeholder products.

Experienced in design systems, agile delivery, stakeholder alignment, and cross-functional team collaboration.

Contact

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Portfolio

[Check it out!](#)

LinkedIn:

[Connect with me on LinkedIn](#)

Locations

Locarno Ticino Switzerland

Bucharest Romania

Remote Working

Languages

English - C2

Italian - B1

Romanian - Native

Education

Master's degree:

International Business and Intercultural Strategies
„Alexandru Ioan Cuza” University, Iași

Bachelor's degree::

Economy and International Business
„Alexandru Ioan Cuza” University, Iași

PROFESSIONAL EXPERIENCE

Senior UX/UI Designer - Vitech Systems Group USA

Date: July 2021 - May 2026 (via Bytex Technologies)

Worked across a large-scale enterprise ecosystem supporting insurance, retirement, enrollment, billing, claims, CRM, security, and administrative platforms. Collaborated with Product Owners, Engineering Leads, QA teams, business stakeholders, and client-side design teams to deliver user-centered solutions across multiple products and frameworks.

- Led UX initiatives from discovery and requirements analysis through design, prototyping, validation, and implementation support.
- Supported the transition from legacy platforms and design systems to modern frameworks, helping preserve critical functionality while improving usability, scalability, and consistency.
- Designed complex enterprise workflows for claims management, enrollment, retirement administration, billing, CRM, reporting, and operational dashboards.
- Worked directly with Vitech clients and their internal product and design teams to understand business requirements and deliver tailored solutions.
- Collaborated with Claims, Enrollment, Retirement Management, Insurance, Billing, Security, CRM, Cross-Platform, Engineering, and QA teams across multiple product streams.
- Contributed to the evolution of design systems, reusable components, and UX standards used across multiple enterprise products.
- Participated in agile delivery processes including discovery workshops, backlog refinement, sprint planning, stakeholder reviews, and cross-functional alignment sessions.
- Successfully collaborated with globally distributed teams across the United States, Canada, Ireland, and India, aligning stakeholders across multiple product areas, time zones, and business priorities to deliver complex enterprise solutions.

Senior UX/UI Designer - Bytex Technologies

Date: July 2021 - Present (Internal Initiatives & Client Delivery)

Acted as a bridge between business, product, design, and engineering teams, helping organizations transform complex requirements into scalable and user-centered digital solutions.

- Helped define UX processes, workflows, and best practices used across multiple teams and projects.
- Collaborated with Marketing and Customer Success teams to improve product and business outcomes.
- Contributed to onboarding, mentoring, and knowledge-sharing initiatives within the design team.
- Participated in strategic discussions related to product direction, user experience, and process improvements.
- Applied end-to-end UX methodologies across internal initiatives and client projects, from discovery through validation and delivery.

Core Competences

UX Leadership & Strategy

- UX Workstream Leadership
- Solution Design End-to-End
- Design Direction & Vision
- Customer-Centric Decision Making
- Design Estimation & Planning

Agile & Delivery

- Agile / SAFe Delivery
- Sprint & PI Planning
- Backlog Refinement
- Risk & Dependency Management
- Cross-functional Coordination

Design Practice

- AI Powered Design
- AI Coding & Development
- Design to Code
- Deployment (GitHub, Vercel)
- Design Systems & Libraries
- UX Research & Testing
- Wireframing & Prototyping
- Information Architecture
- Stakeholder Workshops
- Interaction & Visual Design

Soft Skills

- Mentoring
- Design Decisions
- User Satisfaction
- Consistency
- Creative Concept
- Independent Work
- Cross-Functional Collaboration
- Stakeholder Interviews
- Workshops
- Collaborative Design Strategies
- Design Thinking

Head of Design - Heimdal Security

Date: Aug 2017 – Jun 2021

Led the design of Heimdal Security's SaaS ecosystem, including customer-facing products, cybersecurity administration platforms, websites, and marketing experiences used across international markets.

- Designed and improved the company website, cybersecurity software interfaces, administrative dashboards, and configuration experiences used by clients to manage and secure their IT environments.
- Collaborated closely with Product Management, Engineering, Marketing, Sales, Customer Support, Content Team, and Executive Leadership teams to deliver user-centered solutions aligned with business objectives.
- Created and maintained design systems, UI standards, and reusable assets to ensure consistency across products, websites, campaigns, and customer touchpoints.
- Worked directly with stakeholders to translate complex cybersecurity concepts into intuitive user experiences for both technical and non-technical audiences.
- Supported product growth initiatives through the design of marketing campaigns, event materials, sales enablement assets, and customer communication materials.
- Partnered with international distributors and third-party partners to develop co-branded campaigns and promotional materials that increased product visibility and market reach.
- Contributed to product strategy, user experience improvements, and cross-functional decision-making in a fast-paced SaaS and cybersecurity environment.

PROFESSIONAL EXPERIENCE OUTSIDE DESIGN

Date: Nov 2014 – Aug 2017

Alongside my UX and Product Design experience, I have professional experience in IT Support, System Administration, Cybersecurity Operations, and Customer-Facing Sales. This multidisciplinary background enables me to collaborate effectively with technical teams, understand complex business environments, and design solutions that balance user needs, technical feasibility, and business goals.

Previous roles:

Novartis – IT Support Specialist 2014 - 2016

Heimdal Security – System Administrator & Technical Support 2016 - 2017

Vodafone (Via Blue Point Bucharest) – Sales Representative

[Explore Portfolio](#)

More projects to be posted soon.