

Alexandru Paul Baci

Senior Product Designer

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Senior Designer (10+ years) with experience in B2B SaaS and consumer-facing applications. I bridge the gap between high-impact aesthetics and technical feasibility to deliver solutions that are accessible, highly usable, and built for scale.

Experience

Product Designer at Hemma, Stockholm, 2022–2025

- Redesigned Hemma's **consumer-facing** white-label **data collection** UIs, increasing efficiency and usability while enabling clients to customize the experience for their brands.
- Designed the **B2B back-office application** for **data management and analysis**, based on customer needs and requirements, cutting down on manual reporting tasks.
- Created a **design system** supporting both consumer and client-facing products increasing consistency and speeding up development.
- Worked on a **brand refresh** following a pivot: new logo, product UI, website and visuals.

Product Designer at Challengermode, Stockholm, 2022

- Improved content discovery and sharing by redesigning the **activity feed**.
- Launched the premium community pages ('Spaces'), contributing with **early-stage design explorations**, **prototyping**, and **high-fidelity UI designs**.
- Initiated and coordinated the **switch from Sketch to Figma** boosting efficiency within the design team and easing collaboration with other teams.
- Supported intern developers with **design guidance and assets**.

Product Designer at Flowbox, Stockholm, 2021–2022

- Launched the Flowbox Ratings & Reviews product, contributing with **competitor research**, **user interviews**, **MVP scoping**, **user flows**, & **UI design**.
- Worked with the front-end team to implement a new **design system** increasing consistency between design and code and boosting feature development speed.

UI/UX Designer, Freelance, Romania, 2014–2021

- Designed for a wide range of projects such as: marketing websites, web shops, booking platforms, and dashboards for small and medium-sized businesses.
- Managed end-to-end projects independently and collaborated with larger freelance teams and client in-house staff.

Skills

Expertise

Visual Design, Systems Thinking, Usability, Accessibility, Prototyping, User Research, Cross-functional Collaboration

Tools & Technologies

Figma, Sketch, Adobe Creative Suite, Web Technologies (HTML, CSS, JS)

Education

B.E Multimedia Systems Engineering, University of Craiova, Romania, 2013–2019

The program consisted of a balanced mix of courses covering programming, human-computer interaction and 2D/3D graphics.

Language

English: Proficient • Romanian: Native