Cezar Stirbat

Product Designer (UI/UX) | B2B SaaS

Iasi, Romania | (+40) 742 997 391 | stirbatcezar@gmail.com
linkedin.com/in/stirbat-cezar | cezarpixel.com

PROFESSIONAL SUMMARY

Product Designer with 5 years of experience designing complex B2B products: invoicing and billing, HR and payroll, citizen payment applications and warehouse management. Works end to end, from user research, information architecture and user flows to high-fidelity UI, design systems and developer handoff. Lead designer for a medical clinic for 3 years, coordinating a second designer and covering web, design systems, campaign templates and web applications for patients. Designed web and mobile products for Belgian, Dutch and Lithuanian markets. Combines product design with hands-on HTML, CSS and WordPress, and works with Claude and Figma through the MCP connector, and with Figma AI, to keep the design system and tokens in sync and to speed up iteration, working with developers directly in Claude and Figma. Applies WCAG 2.1 AA accessibility guidelines and works closely with product owners and developers in Agile teams.

CORE SKILLS

Product & UX Design Product design, user flows, information architecture, wireframing, prototyping, high-fidelity UI, mobile-first and responsive design, complex forms and data-heavy interfaces, dashboards, data grids

Research & Validation User research, user interviews, usability testing, personas, UX audits, surveys

Design Systems Component libraries, design tokens, Figma variables, atomic design, design documentation

Brand & Creative Direction Visual direction, color systems, campaign templates for social media and Google Ads, print materials, video editing

Accessibility WCAG 2.1 AA, color contrast, accessible components

AI-Assisted Design Claude with Figma through the MCP connector to maintain the design system and tokens and to work with developers directly on designs, Figma AI and Lovable for ideas and iteration, Claude Code for design tokens and variables

Tools Figma, Sketch, Adobe Creative Suite, Miro, Zeplin, Jira, Confluence, Claude Code, Figma MCP, Figma AI, Lovable, HTML, CSS, WordPress, Elementor, Make

Collaboration Scrum, Agile, stakeholder communication, developer handoff, cross-functional collaboration, coordinating designers, mentoring

PROFESSIONAL EXPERIENCE

UI/UX Designer

July 2025 – Present

Byborg Enterprises, Remote

- Designed the Live Broadcast concept and layout for a fan-based content creation app, from the creator's perspective.
- Designed the User Stats modal, giving creators a view of each fan: subscription date and amount, activity times, spending charts by period and category, and a transaction table.
- Redesigned the Settings module on mobile, desktop and tablet: account, profile, privacy and security, recommendations, referrals, automatic messages and tutorials.
- Designed the Creators explore page with sections and filters by subscription price and offering, and the Image Store, a marketplace of images and bundles from multiple creators.
- Designed the Tags and Release Forms dashboard, where creators resolve posts that feature other creators by uploading consent forms: status-based table and card views, filters and per-post actions.
- Redesigned the Studio account: creator management with approval statuses and online presence, a stepper for adding creators and building full profiles, and earnings per creator by transaction.
- Also designed the Purchased page (content library with labels), Tutorials page and orientation preferences pop-up, and ran visual QA on mobile and web.
- Deliver implementation-ready designs and interactive prototypes, and support developers through implementation, in a fully remote international team.

Lead Designer (Freelance)

2023 – Present

Arra Medical Center, Iasi, Romania

- Lead designer for 3 years, coordinating a second designer; own web design and implementation, creative and visual direction, and the design system and color scheme.

- Designed and built two web applications for the clinic's patients, designed the PhysioFlow mobile pilot concept for future clinic apps, and now designing a native mobile app planned to grow in later phases.
- Created campaign templates for social media and Google Ads, landing pages, and the website connection to the lead monitoring CRM through Make.

UI/UX Designer
June 2023 – December 2025

Centric IT Solutions, Iasi, Romania

- Designed UI/UX for a full HR & Payroll system, including employee onboarding and offboarding and employer management flows.
- Designed the organization tree module, making it easier for HR administrators to create and manage company structures.
- Delivered UI/UX for a Dutch citizen payment application, including a redesign of the "Betalen" payment interface with new components and spacing rules.
- Updated UI colors and components to align with WCAG 2.1 AA accessibility guidelines.
- Optimized mobile and tablet layouts and created a color-guided documentation system for the development team.
- Designed components for Locus WMS (warehouse management), including skeleton loaders, status bars, menu panels and data grids.
- Built the Centric Lithuania website from scratch in Elementor; became lead web developer for the site and managed ongoing client communication.
- Worked in Scrum teams with product owners, business analysts, developers and QA; presented design solutions and iterated on feedback.

Visual Designer
March 2022 – June 2023

Codeless Technology B.V., Iasi, Romania

- Led UX/UI design for core ERP/CRM features: notes, attachments and release notes.
- Designed Google Ads banners, LinkedIn visuals and video assets for lead generation campaigns.
- Designed a whitepaper for client acquisition, working with the marketing and creative directors.
- Delivered marketing visuals, social media content and UX enhancements for ERP and CRM products.

Web Designer
September 2021 – March 2022

Colibri Consulting, Iasi, Romania

- Designed and implemented WordPress websites for clients across multiple industries.
- Maintained 15+ WordPress sites, handling updates, stability and plugin optimization.
- Created visuals for Google Ads campaigns and produced digital and print assets.

SELECTED PROJECTS

Strategium Billing Center: Invoicing Platform (Web & Mobile)
2026

Product Designer, Belgium

- Redesigned Strategium's existing invoicing platform on web and designed its iOS and Android mobile app (built with Ionic), plus new features for the Belgian market.
- Conducted user interviews and usability testing to understand invoicing workflows and validate design decisions.
- Designed advance payment handling, allowing advances to be recorded and reflected directly on invoices.
- Designed linking one estimate to multiple invoices, so a single quote can be billed across several invoices.
- Worked directly with the product owner to define requirements and priorities, and with the developer through implementation.
- Built the design system and component library in Figma to keep web and mobile consistent.

EDUCATION

Master of Arts, Public Relations, Advertising and Applied Communications
Alexandru Ioan Cuza University, Iasi, Romania | 2022 – 2024

Bachelor of Arts, Visual Arts and Design
"George Enescu" National University of Arts, Iasi, Romania | 2018 – 2021 | Graduated with 9.66/10

CERTIFICATIONS & COURSES

Google UX Design Professional Certificate (Coursera) | Interaction Design Foundation: Design Thinking | Uxcel: Mobile Design, Design Thinking, UX Research, AI in UI/UX Design, Design Accessibility

Languages Romanian (native) | English (professional working proficiency) | French