CV / 2026

TOBIAS DUMBRAVEANU

PRODUCT DESIGNER • LONDON, UK



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01 / PROFILE

Product Designer with end-to-end digital product experience and 7+ years translating complex information into clear visual communication. I bring research, user flows, prototyping and design systems together with a strong foundation in typography and visual hierarchy. Comfortable collaborating with developers and stakeholders, and applying AI-assisted workflows to speed up exploration and synthesis.

DESIGN APPROACH

Discover
User interviews, competitor reviews, problem framing

Make
Information architecture, flows, wireframes, hi-fi UI

Validate
Prototype testing, iteration, component libraries

CORE STRENGTHS

Product thinking
Visual systems
Cross-functional delivery
Research synthesis

EVERYDAY TOOLKIT

Figma / FigJam
Maze / Miro
Framer
Adobe Creative Cloud
Claude / Claude Code
Figma Make

02 / PRODUCT EXPERIENCE

Flytinary — 2020 - 2021

Product Designer (UI/UX)

- Owned end-to-end UI/UX for a travel app and website, from discovery through launch; created flows, wireframes and high-fidelity Figma prototypes.
- Conducted user interviews and competitor analysis to define and validate core features.
- Built a reusable UI component library to support consistency and developer hand-off.
- Tested prototypes and refined interactions and journeys from usability feedback.

03 / INDEPENDENT PRODUCT PROJECTS

Produktivia — 2025 - 2026

Productivity app · Personal project

- Interviewed users about existing productivity tools; translated findings into personas and design requirements.
- Created user flows, wireframes, high-fidelity screens and an interactive Figma prototype.
- Tested usability and iterated on navigation, task hierarchy and visual clarity.

Meow Mate — 2025

Cat tracking app · Personal project

- Designed a mobile experience for tracking cats' health, activity and wellbeing.
- Used cat-owner interviews and competitive research to shape features and information architecture.
- Created playful UI and interactive prototypes to validate the experience.

05 / SKILLS & TOOLS

Product & UX

User research · Prototyping · User flows · Wireframing · Design systems · IA · Usability testing · Mobile & web

Visual design

Typography · Editorial & infographic design · Brand identity · Illustration · Motion graphics

Collaboration

Art direction · Design critique · Stakeholder communication · Developer hand-off

SOFTWARE

Figma · FigJam · Framer · Maze · Miro

Illustrator · Photoshop · InDesign · After Effects

Clarity · Google Analytics · PowerPoint

Claude · Claude Code · Midjourney · Firefly

EDUCATION

BA Graphic Design

University of Fine Arts & Graphic Design

Cluj-Napoca, Romania

2012 - 2015

SECTORS

Scientific publishing · Biotech · Pharmaceuticals · Finance · Agriculture

FIND MY WORK

Portfolio website

Behance projects

04 / ADDITIONAL EXPERIENCE

Taylor & Francis Group — 2024 - Present

Senior Graphic Designer

- Lead digital design across 20+ scientific journals, translating technical and data-heavy material for global academic audiences.
- Produce web, email, infographic and conference creative using clear hierarchy, scannability and purposeful calls to action.
- Partner with marketers, editors and developers on briefs, reviews and hand-off while maintaining consistency across journal brands.
- Design exhibition and print materials for global conferences in science, finance, pharmaceuticals and agriculture.

Future Science Group — 2021 - 2024

Senior Graphic Designer

- Turned complex biotechnology research into accessible infographics, campaigns and event materials for science audiences and international clients.
- Consolidated a fragmented illustration library into a reusable system, reducing duplicate work and supporting brand consistency.
- Refined branding guidelines across the company’s digital hubs and visual outputs.
- Created conference assets and technical communications for clients including Thermo Fisher Scientific, Waters and Labcorp.

Is It Worth It? — The Film Review Podcast — 2019 - 2020

Graphic Designer / Illustrator

- Led a complete rebrand, from visual identity and bespoke illustrations to cover artwork and social motion graphics.

Various Clients — 2016 - 2019

Freelance Designer

- Delivered branding, illustration, pitch decks, conference presentations, album covers and hospitality print design.

Edil Imobiliare — 2015 - 2016

Graphic Designer

- Led magazine layout and delivered property advertising, marketing collateral, web graphics and newsletters.
- Shot and edited team photography and mentored junior team members.