ADRIAN SOFINET

Digital Designer

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I'm an empathetic designer who loves solving problems that matter. Whether I'm teaming up or working solo, leading or supporting, I find joy in every part of the digital design process.

EXPERIENCE

Senior Product Designer

Coloplast (Independent) / May 2023 → Present

Responsible for expanding and maintaining the design system, while optimising processes, tools, and workflows to enhance the efficiency of design teams.

- Component library optimisation resulting in 60% smaller component size
- Moved documentation online, increasing accessibility and adoption
- Better file standards to improve collaboration and reduce onboarding time

Head of Creative

HIVED / Nov 2021 → May 2023

Responsible for developing and maintaining the brand vision and enabling a user-centric product development process.

- Complete re-brand providing digital and physical design assets
- UX overhaul across customer touch points and internal workflows
- Built a small creative department that efficiently supports the organisation

Senior Product Designer

Donna Technologies / Jan 2021 → Nov 2021

Provided the product development process with user perspective and was responsible for the UX experience for both product and web.

- Streamlined the onboarding experience for new users
- Created a design system to enable a more efficient development and visual consistency
- Developed a new visual identity for the brand

Product Design Lead

tretton37 / Apr 2018 → Dec 2020

Provided UX design services to various clients and helped evolve design for businesses during digital transformations.

- Conceptualised and envisioned new ideas, services, and products
- Mentored and coached other designers
- Helped organizations mature their design departments

Happy to provide references and present work in more detail. Just let me know.

SKILLS

User Experience
Journeys, personas, strategy, wireframes, prototyping, workshops

Interface design
Native apps, web apps, stylish pixels

Research
Interviews, testing, analysis, quant/qual

Design Ops
Design systems, structure, process

Visual identity
Brand, vision, strategy, logo, guidelines, illustrations

TOOLS

Figma

Cursor

Illustrator

Webflow

Photoshop

After Effects

EDUCATION

University West
Webmaster 2010 – 2012

MKFC College
Desktop Publishing 2009

LANGUAGES

English
Professional

Swedish
Native

Romanian
Conversational