

Calin Radu

Product Designer | London, UK

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About

Product Designer with 10+ years' experience delivering end-to-end digital products and brand experiences for global companies including Samsung, Adobe, and Vodafone. Skilled in UI/UX, design systems, interaction design, and prototyping, with a proven ability to improve engagement, conversion, and usability. Experienced in working across Agile cross-functional teams and managing stakeholders from 0–1 launches to large-scale rollouts.

Work Experience

Founder & Lead Designer | Studio MRC | London, UK (Nov 2019 – Present)

- Founded and grew a design practice specializing in UI/UX, product design, and digital experiences, delivering end-to-end solutions from research and strategy to polished interfaces.
- Partnered with leading brands including Samsung, Adobe, Huawei, Hublot, Nissan, KFC, Vodafone, and Brooks, as well as top agencies such as Huge London, Ustwo Studios, Publicis, Ogilvy, and Saatchi & Saatchi.
- Delivered impactful design solutions that improved engagement, increased conversion, and enhanced user satisfaction across web, mobile, and cross-platform products.
- Built and maintained design systems, responsive websites, app interfaces, and rebranding projects, ensuring consistency and scalability.
- Collaborated with cross-functional teams in Agile/Scrum environments, aligning design with business goals and user needs.
- Demonstrated flexibility by managing stakeholders, presenting to clients, and adapting to different contexts — from leading 0-to-1 product launches to contributing as part of larger, multidisciplinary design teams.
- Managed and mentored a small team of designers, collaborating with developers, marketers, and product managers to ensure alignment with business and user goals.
- Advocated for inclusive and accessible design, creating products that serve diverse audiences effectively.

Digital Designer | Cheil UK | London, UK (Apr 2019 – Nov 2019)

- Contributed to the Samsung website and key product launches (Samsung S10 & Note10) across the EMEA region, driving higher user engagement and improved conversion rates.
- Responsible for UI/UX design, prototyping, digital design and motion graphics, to support high-profile digital campaigns.
- Worked across major accounts including Samsung, Nivea, TikTok, and Jumping Pans.

Independent Designer — Self-Employed — London, UK (Jan 2018 – Apr 2019)

- Provided design and digital solutions for leading agencies and direct clients, delivering projects across web, mobile, print and 360 marketing campaigns.
- Collaborated with agencies including Ogilvy UK, Toaster, AudienceNet, Edelman, Contented Group, Publicis, The Economist, and eg+ worldwide.
- Worked on high-profile accounts such as HSBC, LEGO, P&G, Nissan, Eventbrite, Unilever, HP, Huawei, Vodafone, and KFC.

Art Director & Designer — Linkman Communication — London, UK (Jan 2017 – Jan 2018)

- Created 360° campaigns across social, print, motion graphics, and branding for clients such as the Romanian Football Federation, Planet Burger, and Groupama.

Art Director & Designer — Saatchi & Saatchi — Bucharest, Romania (Jul 2016 – Jan 2017)

- Delivered integrated campaigns and creative concepts for clients including Vodafone, OLX, Tefal, and Rowenta.

Illustrator & Graphic Designer — Designious — Bucharest, Romania

(Oct 2015 – May 2016)

- Designed illustrations, icons, animations, and assets for a design marketplace, while managing the e-commerce platform.

Graphic Designer Trainee — Touch Communications — Bucharest, Romania

(Sep 2014 – Jan 2015)

- Worked on 360° advertising campaigns covering social, digital, print, and branding projects.

Education

- ADC*E Advertising School Graduate, Art Directors Club of Romania (Dec 2015 – Mar 2016)
- BA in Visual Arts, Bucharest National University of Arts (Sep 2012 – Jul 2015)
- Erasmus Exchange, Accademia di Belle Arti di Bologna (Oct 2013 – Jul 2014)

Awards

- Silver Drum, Golden Drum Festival 2019 – KFC & UNTOLD Festival 'Haunted Camping'
- Silver in Social Media & Apps, Internetics 2016 – Saatchi & Saatchi Bucharest, Rowenta 'The Vacuum Helper'

Core Skills

UI/UX Design, Product Design, Interaction Design, Information Architecture, Design Systems, Visual Design, Motion Graphics, Prototyping, User Flows, Journey Mapping, Usability Testing, Accessibility, Responsive Design, AI Prompt Design, Cross-Platform Design, Branding & Identity.

Tools

Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Xd, Indesign), Framr, Webflow, Protopie, WordPress, Elementor, Shopify, Midjourney, ChatGPT.