

# Flaviu-Constantin Caragea

Senior Product Designer | AI-Driven Enterprise UX

Senior Product Designer with 9 years of experience designing and scaling complex SaaS, B2B & AI-enabled products. Specialised in transforming data-heavy systems into intuitive workflows, partnering closely with stakeholders to drive: adoption, efficiency, and measurable business outcomes through AI-driven UX-excellence.



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## EXPERIENCE

### Senior Product Designer

Showpad

08/2024 - Present

Bucharest, Romania

• Led end-to-end design for Sales Content Management used by +1200 enterprise customers; • Defined UX strategy for AI-assisted discovery and governance; • Focused on: product strategy and stakeholder management through workshop alignment & adequate documentation.

### Design Lead, User Experience

Morningstar (Sustainalytics)

09/2021 - 08/2024

Bucharest, Romania (Remote)

I ensured that complex methodological procedures are transformed into functional platforms that expert users efficiently use to evaluate organisations and create sustainability-related products (ESG Research, Climate Solutions, Impact Solutions, Transition Rating, and Stewardship Services).

### Founder & Business Owner

spacesbylocals

05/2023 - Present

Bucharest, Romania

A B2B curated recommendation business created from zero, with a 98% approval rating amongst its users.

### Product & Design Consultant

flaviucaragea.com

09/2016 - 09/2022

Remote

• Product exhibited at CES 2016 - The International Consumer Electronics Show - Las Vegas, NV; • Implementing a CX strategy for a leather bag manufacturer start-up; • Assisted numerous SMEs & start-ups within the local community with Pro Bono work; • Consulted numerous businesses & NGOs on CX and product relevancy through practical research;

### Project Manager

Dynata

09/2018 - 10/2021

Romania (Remote)

Responsible for the effective design, implementation, and management of multiple market research projects running simultaneously within optimal delivery timeframes and with efficient resource allocation so as to ensure maximal profitability and constant customer satisfaction.

## EDUCATION

### Tertiary Education

Facultatea de Arhitectura și Urbanism,  
Universitatea Politehnica

09/2012 - 06/2018

Architecture & Urban Planning

### Pre-tertiary Education

Collegiu Național "Traian"

09/2008 - 06/2012

Mathematics & Computer Science

## SKILLS

Human-Computer Interaction

Enterprise UX

UI/UX Design

Flow Architecture

Adobe CC Suite

AI Prompt Engineering

Strategic & Critical Analysis

Branding and Advertising

User - Centered Design

Product & Design Expertise

Figma

Generative AI

Collaborative Problem Solving

Public Speaking

User Interviewing

Sustainability & Ethics in Design

Design of AI

UX Research

Workshop Facilitation

Human-AI Interaction

Roadmap & Design Process

## VOLUNTEER WORK

stiri bazate (02/2025 - 05/2025)

UX Lead / Strategy & Engagement Consultant

"strazi pentru oameni" (08/2024 - 01/2026)

Member on the Board of Advisors / Product & UX Strategy

Bucharest City Hall | PMB (11/2025 - Present)

Initiator of two pro-bono digitalization initiatives (participatory budgeting projects)

## CERTIFICATIONS

### Interaction Design Foundation

Certified with 10% of class distinction for:

- AI for Designers
- UX Management: Strategy & Tactics
- Web Design for Usability
- Psychology of E-Commerce
- Information Visualization
- Accessibility: Design for All
- Don Norman's Design classes
- Emotional Design: Products people will love
- Human-Computer Interaction

Google & IAB Europe

Atelierul Digital: Design & Digital Marketing

## FOREIGN LANGUAGES

English



Français

