



Cristian Roman

UX/UI Product Manager

PORTFOLIO at <https://cristianroman.net/presentation.pdf>

+40 721 558 594
cristianromantudor@gmail.com
<https://cristianroman.net>
@cristianroman92
/in/cristianroman92/

Skills

UI/UX Expertise

AI Applications
UX Principles
Design Systems
Design Tokens
Atomic Design Approach
Wireframing & Prototyping
Adobe CC Suite & Figma

Frontend Expertise

Wordpress Fullstack
Developer
Vanilla JS
SCSS/SASS
HTML/CSS/JS

Other

Product
Business Analysis
Documentations
Client communication

Passions

Design
Music (listening, playing & production)
Photography & Videography
Latino Social Dancing
Cooking
Barista

Hey, I'm Cristian — a UX/UI Product Manager who's been turning smart ideas into intuitive digital products for over a decade. Over the years, I've worked across AI, fintech, e-commerce, finance, banking, and more — always with a focus on clean, human-centered design.

Off work, you'll find me dancing bachata, making music, snapping photos, or perfecting caramel lattes.

Professional Experience

UX/UI Product & Design Lead at P&G (contractor) Aug 2024 - Present)

AI APPLICATIONS | UX/UI DESIGN | PRODUCT | DESIGN SYSTEMS | ATOMIC DESIGN | WIREFRAMING | PROTOTYPING

As Lead UX/UI Designer at GBS AI Acceleration Team, I drive the design of P&G's Generative AI applications, ensuring a cohesive user experience across 30+ tools. I lead the creation of a unified design system, collaborating with cross-functional teams to deliver intuitive, scalable, and impactful solutions that enhance productivity and align with global brand standards.

Lead UX/UI Designer at Connections Consulting (CC) (Aug 2023 - Present)

UX AUDITS | UX/UI DESIGN | DESIGN SYSTEMS | PROJECT ANALYSIS | WIREFRAMING | PROTOTYPING | USER RESEARCH
PRODUCT OWNERSHIP | ENTERPRISE APPS

As the main and only designer in the company, working closely with analysts, product owners and the dev teams, I am responsible of providing great user experiences through the enterprise apps developed by the company. In August 2024 the project I was hired for was done and CC subcontracted me to P&G.

Design Manager at Newton (Jan 2023 - Jul 2023)

DEPARTMENT MANAGEMENT | TEAM LEADER | UX AUDITS | UX/UI DESIGN | DESIGN SYSTEMS | PROJECT MANAGEMENT
CLIENT COMMUNICATION | PRODUCT OWNERSHIP | MENTORING | WIREFRAMING / PROTOTYPING | ENTERPRISE APPS

As a design manager my main focus is to grow a united team with great chemistry and amazing autonomy between colleagues. I've successfully implemented a strategy that would allow team members to be aware of all the active design projects and intervene autonomously whenever would be needed.

Senior UX/UI Designer at Zitec (Nov 2014 - Dec 2022)

UX AUDITS | UX/UI DESIGN | WIREFRAMING / PROTOTYPING | MOBILE APP DESIGN | ENTERPRISE APPS DESIGN
PRODUCT DESIGN | WEBSITES | DTP | FRONTEND & FULLSTACK DEVELOPMENT | CLIENT COMMUNICATION
PRODUCT OWNERSHIP | MENTORING

Best professional experience of my life, translating business requirements to solutions while keeping an eye on the project scope and budget. I've had projects where I would work as a one man band, directly with the client delivering the best practice in industries, but also projects where I was part of bigger teams, delivering either UX, Design or Frontend Development. I also had the opportunity to mentor other junior colleagues and help them achieve amazing results.

Frontend Developer at Inside Media Communication (Mar 2014 - Oct 2014)

FRONTEND DEVELOPMENT | DESIGN SLICING

My first IT job, this is where I did all my Frontend Development training. I had the opportunity to have an amazing guy as a mentor. He is one of the people I owe the most.

Freelance at Retic Media SRL (2014 - Dec 2022)

BUSINESS DEVELOPMENT | PRODUCT OWNERSHIP | PROJECT MANAGEMENT | DESIGN | DEVELOPMENT | PR | MARKETING
SOCIAL MEDIA | PHOTOGRAPHY | VIDEOGRAPHY

The place where I could exercise and grow all of my soft/hard skills and passions. I always loved working with clients and this is the place where all started before I had the opportunity to do it at Zitec.