

# Adrian Popescu

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## EXPERIENCE

### Product Design Manager @8x8 · July 2022 - Present (1 yr 2mo)

Leading a team of 4 product designers building VoIP software products like: cloud-based voice & chat, contact center, video, mobile and unified communications for businesses.

- Leading the product design for the unified communications portfolio of apps (8x8 Work Desktop, Web, Mobile) that enables companies of all sizes with company-wide private chat, presence detection, softphones, web conferencing, video, Apple and Android mobile apps to improve collaboration on any device, anywhere.
- Collaborating cross-team and cross-departmental with main stakeholders (Director and VP levels) to achieve a design vision for a well-integrated 8x8 customer experience of our unified communication platform.
- Setting up an efficient and collaborative team by mentoring, guiding and coaching a team of designers across multiple time zones (India, Romania, Portugal and US).

### Head of Product Design @Deepstash · Dec 2020 - July 2022 (1 yr 7 mo)

Led product design at Deepstash, a mobile-first application in the consumer space, defining a new category on learning faster and growing your knowledge through reading bite-sized ideas from books, articles, videos or podcasts.

- Worked with the founders and reported directly to the CEO on a daily basis, I was responsible for all product design activities, ranging from user research, wireframing, prototyping, high-fidelity designs, building & managing the design system, tone of voice and copywriting to overseeing development implementation on a daily basis, in an Agile way.
- Defined and launched the first monetization options for Deepstash, including pricing, value proposition definition, with an **install-to-subscription conversion rate on iOS devices close to 6%**.
- Helped grow the user base by **more than 50% in the last year, doubled install-to-signup and increased D1 retention by 60%**.
- Continuously ran growth experiments, conducted user research and customer interviews that I used alongside quantitative data to inform product decisions.

### UX Design Lead @Hootsuite · Feb 2019 - Jan 2021 (2 yrs)

Led the Hootsuite's data analysis portfolio from a design standpoint across multiple products: [Hootsuite Analytics](#) - a social media metrics and reporting tool, [Hootsuite Impact](#) - an advanced analysis product focused on paid advertising performance and [Hootsuite Insights](#) - a social listening and intelligence tool. This portfolio of products has been ranked as the close 2nd of all Social Media Reporting platforms by Forrester in 2021.

- **Recruited & managed a team of 3 product designers across several time-zones (Canada - Romania).** Acted as hiring manager and part of the hiring team for multiple roles in product and design.
- Led the design of [Hootsuite Insights](#) (social listening and intelligence tool), the fastest-growing Hootsuite product of the last 5 years since its launch.
- Led the design of the enterprise-specific features for Hootsuite Analytics, **increasing the MAU by 50% in the last year.**
- Introduced multiple design process improvements to increase the teams' productivity, async communication and collaboration inside the product development triad (engineering, design, PM). Onboarding improvements to my team in the form of [my personal readme](#) was recognized and adopted as a new best-practice.

## **Sr. UX Designer** [@Hootsuite](#) · Oct 2017 - Feb 2019 (1 yr 5 mo)

After the launch of Hootsuite Analytics I became its Sr. UX Designer and continued leading design efforts, in parallel with leading the design of Hootsuite Insights:

- Designed & delivered several key launches that led to a **30% increase in MAU in 2017 compared to 2016**, including the localization of the app, repackaging of features into new plans and integrations with other Hootsuite products.
- Revamped the product experience for clients on our self-serve plans in 2018. The paywalls I designed were **the highest converting of all the products in Hootsuite (9-12%)**. This led to a **40% boost in MAU for that segment the following year**.
- Won multiple internal hackathons, including the global award for “*Most Likely to Become a Product*”.

## **UX Designer** [@Hootsuite](#) · Jan 2016 - Oct 2017 (1 yr 10 mo)

- Was part of the team that built Hootsuite Analytics, alongside [Vladimir Oane](#) and [Liviu Lica](#).
- Led design efforts for the [uberVU](#) product, later rebranded as *Insights powered by Hootsuite*, as the design subject-matter expert for social listening products.
- Improved the way design worked with product, shifting every designer’s role from service design into an embedded designer, working closely with the product managers & scrum teams, as a triad.

## **UI/UX Designer** [@Totalsoft](#) · Oct 2014 - Dec 2015 (1 yr 3 mo)

Led all design efforts for web & mobile apps developed as part of the custom solutions department, servicing clients such as Petrom, Ford, Caparol. Ran user interviews and acted as a business analyst, translating client requirements into specifications and design.

## **UI/UX Designer** [@Gemini Solutions \(now Thoughtworks\)](#) · Jun 2014 - Oct 2014 (5 mo)

Worked as a design contractor for startups in the US and Europe. Clients I helped with designing interfaces: Untangle, Criteo, etc.

## **User Experience Professional** [@IBM](#) · May 2011 - May 2014 (3 yrs 1 mo)

Designing user experiences for leading IBM solutions in an Agile environment. Shaped a unified user experience over several planning, budgeting, analysis software offerings, delivered through multiple channels (web, desktop apps & mobile devices).

- Hosted a Usability Sandbox session at IBM Vision 2013 in Orlando, FL, US.
- Trained & managed the new hired WPF Designer, leveraged her integration into the development team.
- Managed the release cycle for several projects at a time, starting from client requirements through envisioning, development, testing, release and feedback.
- Acted as a liaison between the Product Management team in Canada and the development team in Romania, identifying and promoting new features that would generate business value for clients and improve the overall UX of the products.

## **UI/UX Designer** [@Clarity Systems, an IBM company](#) · Nov 2009 - May 2011 (1 yr 7 mo)

Designed & developed mockups, icons and user interfaces for world-leading CPM (Corporate Performance Management) and FPM (Financial Performance Management) software solutions based on Microsoft’s WPF technology.

- Learnt and adopted new solutions and tools for UI design & development on Microsoft’s technologies.
- Go-to-person for guidelines on designing our software suite using WPF technologies, lead group discussions and enforced best practices onto the development team.
- Managed multiple deliverables on several projects at a time, embracing emerging technologies in POCs.

## EDUCATION

**Polytechnics University of Bucharest** · B.Sc. Computer Science · 2004 - 2009

**Romanian-American University** · B.Sc. Management · 2007 - 2011

**Nielsen Norman Group** · UX Management Certificate ID 1030732 · Jun 2020

## EXTRA ACTIVITIES & PROJECTS

**Political party secretary** · Dec 2018 - Mar 2021 (2 yr 3 mo)

Part of the founding movement of [PLUS](#), a new Romanian political party started by [Dacian Ciolos](#), where I helped with organizing and managing the IT platform used for internal comms, digitizing information, running digital polls and all internal administrative tasks at the county level in Romania. I ran for a secretary role at the county level and won together with my team, led by [Ciprian Telesman](#), former Minister of Research, Innovation and Digitalization from Dec. 2020 to Sep. 2021. Left the party in June 2021, after the merger with [USR](#).

**Designed and launched Windows Phone apps** · May 2014 - Jun 2016 (2 yrs)

In partnership with a friend, I've built and shipped new Windows Phone apps. Designed & developed customer-facing Windows Phone apps based on Microsoft's WPF technology for clients like Telekom and BRD. On top of that, I've designed, developed and launched a Windows Phone app called [AutoWitness](#) that was a runner-up in the Nokia Create Master Competition 2014.

**Founded & failed own startup** · Mar 2008 - Nov 2009 (1 yr 9 mo)

Co-founded & managed a small Performance Marketing agency in Bucharest called [Webright Media](#). Wore multiple hats: from managing customers and their requests, interviewing and researching needs for our clients, proposed concepts, created wireframes and tested them with clients. High-fidelity designs, prototypes, interaction design, frontend development (XHTML, CSS, Javascript), web design, graphics. Clients I worked for: Antena 3, Flanco, eFlamingo, Euro26.