Contact

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constantin.elisei@ymail.com

www.linkedin.com/in/constantin-elisei-ui-ux-designer (LinkedIn)
www.behance.net/constantin_elisei (Portfolio)
constantinelisei.ro (Personal)

Top Skills

HTML
Figma (Software)
Motion Graphics

Languages

English (Professional Working)

Certifications

Agile for Software Development
Professional Diploma in UX Design
Cambridge CAE

Constantin Elisei

Senior Product Designer
Bucharest, Romania

Summary

I’m a UI/UX Designer with 8+ years of experience, including 6+ years specialising in e-commerce. I design end-to-end digital experiences, from discovery and user journeys to component libraries and high-fidelity prototypes, that balance user needs with measurable business goals.Currently, I’m the design driver behind the new WeHunt e-commerce platform at Natlink, owning UX, UI, and experience strategy for a subscription-based outdoor tech ecosystem. My work spans UX architecture, token-based design systems, complex product comparison and onboarding flows, and continuous optimization of the conversion funnel.I work best in cross-functional agile teams, partnering closely with product owners, engineers, marketing, and stakeholders to align vision with technical feasibility. A solid foundation in HTML and CSS helps me design interfaces that translate cleanly into code, and Figma is my core tool for systems, prototyping, and responsive design across devices.I’m driven by clarity: making complex products easy to understand, trust, and buy.

Experience

Natlink

Senior Product Designer
October 2025 - Present (1 year 2 months)
Bucharest, Romania

• Designing the new WeHunt e-commerce platform with the strategic goal of accelerating subscription growth and increasing sales of GPS dog tracking devices and Burrel wildlife cameras.
• Acting as design driver of the initiative, owning UX, UI, and experience strategy from discovery to delivery
• Defining the UX architecture and end-to-end user journeys for a subscription-based outdoor technology ecosystem, across web and mobile
• Translating business growth objectives into experience strategies focused on conversion, retention, and product clarity

• Building a Figma component library and design language, with token-based colour, typography, and reusable UI components for long-term maintainability and design–development alignment
• Structuring complex product information and comparison systems to support hardware + software bundles and tiered subscription models
• Clarifying subscription value propositions, device compatibility, and onboarding flows to reduce friction and increase trust
• Designing and prototyping the “My Account” web app experience, from user flows to high-fidelity mockups
• Grounding decisions in research and proven UI patterns, then iterating on feedback and behavioural insights to optimise the conversion funnel
• Partnering with Product, Marketing, and Engineering to align brand positioning, performance, and technical feasibility
• Focused on building a high-converting, scalable commerce ecosystem aligned with measurable business outcomes, not just a webshop.
• Tools: Figma (design systems, prototyping), AI-assisted workflows, Miro

HCLTech

3 years

Senior UX Designer

July 2022 - September 2025 (3 years 3 months)

Bucharest

- Designed and optimized AI-driven experiences, ensuring intuitive user interactions and seamless integration with business objectives.
- Collaborated with cross-functional teams, including developers, data scientists, and stakeholders, to align AI capabilities with user needs.
- Created structured UX flows and conversational designs for AI-powered applications, balancing automation with human-like interactions.
- Worked with diverse clients and industries, adapting design approaches to meet different business goals and user expectations.
- Bridged the gap between design and development, ensuring AI solutions are both technically feasible and user-friendly.
- Building a multi-brand design system based on tokens with accent on flexibility and scalability
- In charge of Design system documentation and maintenance
- Building wireframes and interactive prototypes to support UX design concepts and address business needs for a variety of brands
- Writing clear and precise UX copy to support wireframes and guide the user

- Managing and further developing style guidelines, design systems and libraries for company-wide use for Fiskars Group key brands, owning the area together with UI designers
- Supporting Frontend Developers in feature implementation
- Ensuring that UX deliverables such as wireframes and prototypes follow industry best practices and meet accessibility standards
- Designing alternative UX variations for tests such as A/B tests
- Proactively suggesting design related improvements to UI components or user flows to support business growth
- Supporting and guiding stakeholders in matters regarding own area of expertise and connecting with peers in other areas of the organization
- Working in an agile environment

Senior User Experience Designer
2022 - 2025 (3 years)

- Designed and optimized AI-driven experiences, ensuring intuitive user interactions and seamless integration with business objectives.
- Collaborated with cross-functional teams, including developers, data scientists, and stakeholders, to align AI capabilities with user needs.
- Created structured UX flows and conversational designs for AI-powered applications, balancing automation with human-like interactions.
- Worked with diverse clients and industries, adapting design approaches to meet different business goals and user expectations.
- Bridged the gap between design and development, ensuring AI solutions are both technically feasible and user-friendly.
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- Supporting and guiding stakeholders in matters regarding own area of expertise and connecting with peers in other areas of the organization
- Working in an agile environment

eMAG

2 years

UI/UX Designer

August 2020 - July 2022 (2 years)

Bucharest, Romania

- Creating flows, sitemaps, information architecture
- Creating wireframes, prototypes and design mockups for a wide variety of projects impacting the overall website and both internal and external web&mobile applications, folowing the team convened directions and general internal rules;
- Working alongside developers, business analysts and product owners throughout all stages of the production cycle;
- Assessing and optimizing the performance of new and existing features by actively participating in user research and assessing performance metrics;
- Reviewing existing systems and processes to identify UX issues and coming up with tangible solutions that will be presented to multiple teams for review and feedback.
- Designing user interfaces
- Proficient in Adobe XD and Figma with a wide knowlede of industry standard apps such as Miro, Notion, Zeplin and others

Interface Specialist

2020 - 2022 (2 years)

- Creating flows, sitemaps, information architecture
- Creating wireframes, prototypes and design mockups for a wide variety of projects impacting the overall website and both internal and external web&mobile applications, folowing the team convened directions and general internal rules;
- Working alongside developers, business analysts and product owners throughout all stages of the production cycle;
- Assessing and optimizing the performance of new and existing features by actively participating in user research and assessing performance metrics;
- Reviewing existing systems and processes to identify UX issues and coming up with tangible solutions that will be presented to multiple teams for review and feedback.
- Designing user interfaces

- Proficient in Adobe XD and Figma with a wide knowlede of industry standard apps such as Miro, Notion, Zeplin and others

GAV

3 years

User Experience Designer

2018 - 2020 (2 years)

Responsibilities

- I am the only UX Designer at GAV. Responsible for the UX process for the digital products we develop for our clients and also with the UI design and communicating with the developers for implementation.
- Go end-to-end with the design process - taking the idea from the beginning to hand-off and development support
- Understand product specifications and user psychology
- Conduct concept and usability testing and gather feedback
- Create personas through user research and data analysis
- Define the right interaction model
- Develop wireframes and prototypes around customer needs
- UI design to implement attractive designs
- Communicate design ideas and prototypes to developers
- Keep up with digital products and industry trends

Achievements

- Graduating Professional Diploma in UX Design course.
- Designing storyboards, flows, wireframes, prototypes, moodboards and presented
them to stakeholders.
- Developing several landing web pages and digital content platforms.
- Worked closely with developers
- Coming up with design solutions based on research and data analysis.
- Self-educated and able to manage multiple projects at the same time while meeting
the deadlines and product quality

Graphic Designer

September 2017 - 2018 (1 year)

Bucharest, Bucharest, Romania

Responsibilities:

- Understand briefs and deliver quality design work.
- Work with deadlines.
- Research, test, wireframe and prototype websites and apps.
- Usability testing, A/B testing
- Design for social media in order to raise engagement.
- Create motion graphics.
- Edit videos.
- Design according to Corporate identity manuals.
- Design brand identity.
- Design Key Visuals.
- Be up to date with design trends.

Achievements:

- Helped growing our clients social media accounts.
- Delivering presentation websites that engaged users and raised brand awareness.
- Graduating Professional Diploma in UX Design course.
- Creating online and offline motion graphics offers that lead to raised sales.
- Video editing for international events.

M2 Group Japanese Food Europe
Graphic Designer
April 2017 - September 2017 (6 months)
Bucharest, Bucharest, Romania

Responsibilities:

- Deliver designs for entertainment events.
- Deliver designs for menus, posters and other deliverables for restaurants and clubs.
- Edit videos and create motion graphics.
- Create and offer support for the company’s website.

Achievements:

- Delivered products that helped the business growth.
- Delivered designs that attracted new clients.
- Familiarized myself with HTML &CSS.

FAST DESPATCH TRANSPORT LIMITED

Recruiter

September 2016 - April 2017 (8 months)

Bucharest, Bucharest, Romania

Responsibilities:

- Recruit drivers.
- Create promotional materials to attract new drivers.
- Online marketing in order to grow company awareness.

Achievements:

- Recruited drivers and met up with targets.
- Raised company and brand awarness.

Mina M Com

Urban Planner

June 2014 - September 2016 (2 years 4 months)

Bucharest, Bucharest, Romania

Responsibilities:

- Research cities' problems.
- Go on field and do interviews.
- Update maps.
- Find solutions and design them according to the law.
- Work in teams.
- Prepare documents for authorities’ approval.

Achievements:

- Developed analytical thinking.
- Learned the design process.
- Developed communication and presentation skills.
- Contributed to some of the biggest cities in Romania's urban plans.
- Developed strategic plans.

Europa FM

Journalist

2012 - 2012 (less than a year)

Bucharest, Bucharest, Romania

Education

University of Bucharest

Master's degree, Philosophy and Critical Thinking · (2025 - 2027)

UNIVERSITAT

Urban Planner, City/Urban, Community and Regional Planning · (2011 - 2015)

Universitatea de Arhitectură și Urbanism „Ion Mincu” din București

Urban Planner, City/Urban, Community and Regional Planning · (2011 - 2015)

Colegiul Național Mihail Kogălniceanu

Bilingual English, FOREIGN LANGUAGES, LITERATURES, AND LINGUISTICS · (2007 - 2011)