

Hello.

My name is Lucian Slatineanu,

and this is my story.



Strategic design **leader** with a 20+ years track record of creating innovative digital solutions that maximize business objectives and delight customers. A passionate **visionary** with a gift for combining customer-driven research with design intuition to bridge data gaps. Supportive **mentor** who aims to inspire and empower while building world-class team culture and design practices. Curious, hard-working, ambitious, and confident, fueled by a strong sense of ownership.

North Barrington, IL
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Competencies

- User Experience • User Interface Design • Leadership • Product Management • Product Design
- Creative Direction • Information Architecture • Design Thinking • User Research • Design Strategy

Experience

HYPERGIANT, Austin TX

Design Director & Product Owner

- Providing understanding, creation, and implementation at the intersection of user experience and machine intelligence for critical infrastructure, defense, and healthcare.
- Developing processes, documenting best practices, and providing strategic guidance.
- Leading teams, mentoring, and empowering designers.

2021 - PRESENT

#AI/ML

CHROME RIVER, Los Angeles CA

Creative Director

- Guided design from startup stage to one of the top expense management software companies worldwide.
- Managed successful rebranding projects, website redesigns, social media, print, and trade show materials.
- Collaborated closely with Marketing and Product to drive year-over-year SaaS growth.

2019 - 2021

#SaaS

HOBSONS, Arlington VA

Senior Interactive Designer

- Orchestrated the redesign of the company's suite of products and marketing websites, resulting in 3 to 10 times improvement on all KPIs.
- Improved digital strategies and design processes, which helped increase marketing content output.
- Managed projects as well as internal and external design teams.

2015 - 2019

#marketing

RAND MCNALLY, Skokie IL

Lead UX Designer

- Directed the user research and user experience design for the OverDryve connected car device, successfully championing ease of use as a competitive advantage.
- Designed and patented several unique smart automotive assistant features that provided value and differentiation.
- Fostered collaboration with Engineering and Product teams to optimize hardware and software integrations.

2014 - 2015

#hardware

Experience continued ...



GROUPON, Chicago IL

2011 - 2014

Senior Product Designer

#e-commerce

- Headed a multi-disciplinary customer acquisition team in the redesign of prospect funnels, tripling subscriptions by leveraging user research and A/B testing.
- Designed Groupon's mobile app, one of the first fully-featured e-commerce mobile apps ever.
- Guided the design and launch of Groupon Goods, a major company pivot from daily subscription-based deals to a complete e-commerce solution.

CHANGE.ORG, San Francisco CA

2007 - 2009

Design Partner

#non-profit

- Partnered with the founders to build and launch the world's largest platform for online change.
- Defined the product strategy, developed the visual brand and design language.
- Supervised hiring and mentoring of the original in-house design team and set up internal processes for a successful DesignOps practice.

EMBLEMATIQ, North Barrington IL

2005 - PRESENT

Chief Design Officer & Founder

#studio

- Managing a small design studio that partners with ambitious startups and innovative companies to create digital products that change the world.
- Building and leading bespoke teams that match project requirements and budgets.
- Clients include:
Apple, Atlas Obscura, Boston Consulting Group, Chevron, CNET, Humana, Motorola, One Login, Redbubble, Squarespace, Stack Exchange, and many more.

GRAPEFRUIT, Iasi Romania

2002 - 2005

Senior Designer

#agency

- Executed several top-to-bottom website design projects for local and international clients.
- Managed and mentored inter-disciplinary teams.
- Promoted design thinking and learning both internally and externally, positioning the agency as a national and regional thought leader on accessible design.

Education

Bachelor of Science (B.S.) in Computer Science

"Al. I. Cuza" University, Iasi, Romania

Recognition

Business Insider - Best Designers in Technology

Webby Awards - Official Honoree

ADP List - Design Mentor

Published author and speaker

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"EXCELLENCE IS A HABIT."