

Hello.

My name is Lucian Slatineanu and this is my story.



Strategic design leader with a proven track record of creating innovative digital solutions that maximize business objectives. Multifaceted and imaginative project manager bringing experience in planning, directing, and executing product, branding, and marketing initiatives. A passionate visionary with a gift for identifying patterns and applying customer-driven research to current and anticipated business needs. Curious, ambitious, and confident with a strong sense of ownership.

Chicago, IL
emblematic.com
emblematic.dribbble.com
hello@emblematic.com
+1 (815) 315.0545

Competencies

- User Interface Design • User Experience Design • User Research • Art Direction • Branding
- Web Development • Digital Strategy • Graphic Design • Project Management • Design Thinking

Experience

EMBLEMATIQ, McHenry IL

2004 - PRESENT

Chief Design Officer & Founder

- Running a small design studio that partners with ambitious startups and established companies to create digital products that change the world. Clients include:
- **American Academy of Pediatrics, Atlas Obscura, Boston Consulting Group, Chevron, CNET, Humana, LiveText, ModX, Motorola, Redbubble, Squarespace, Stack Exchange**, and many more.

CHROME RIVER, Los Angeles CA

2011 - PRESENT

Creative Director

- Led marketing design from the start-up stage to one of the top expense management software companies worldwide.
- Managed successful rebranding projects, website redesigns, print and trade show materials.

HOBSONS, Arlington VA

2015 - 2019

Senior Interactive Designer

- Led the redesign of the company's websites, resulting in 3 to 10 times improvement on all KPIs.
- Improved digital strategies and processes.
- Managed projects as well as internal and external design teams.

RAND MCNALLY, Skokie IL

2014 - 2015

Lead UX Designer

- Led the user research and user experience design for the OverDryve connected car device.
- Designed several unique smart automotive assistant features that provided value and differentiation.

Experience continued ...



GROUPON, Chicago IL

2011 - 2014

Consulting Lead Designer

- Led the redesign of the main landing page, tripling subscription rates.
- Designed Groupon's mobile app, one of the first fully-featured e-commerce mobile apps ever.
- Guided the design and launch of Groupon Goods.

SIRI, Menlo Park CA

2010 - 2011

Design Lead

- Refined the app's design and user experience, breaking new grounds as the world's first smart assistant.
- Created marketing materials - web and print - to promote the new concept to the masses.
- Assisted in transitioning the design system over to Apple, after their acquisition.

ONE LOGIN, San Francisco CA

2009 - 2010

Creative Director

- Developed the visual brand, designed the marketing website and web application.
- Helped launch and position OneLogin as one of the top and the first single-sign-on solutions in the world.

CHANGE.ORG, San Francisco CA

2007 - 2009

Lead Product Designer

- Worked with the founders to launch the largest platform for online change.
- Defined the product strategy, developed the visual brand and design language.
- Helped assemble the original in-house design team and set up internal processes.

GRAPEFRUIT, Iasi Romania

2002 - 2005

Senior Designer

- Led several top-to-bottom website design projects for local and international clients.
- Managed and mentored inter-disciplinary teams.
- Promoted design thinking and learning.

Education

Bachelor of Science (BS) 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