

Stefan Caldare

Lead UX Designer | Product Design, Generative AI UX and E-commerce UX

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SUMMARY

Lead UX Designer with 10+ years in e-commerce and consumer apps, now focused on AI-powered products. At Adobe Express, leads UX across 3 product teams, designing generative AI presentations and the e-commerce experience for Adobe's print business. Previously led UX for a mobile app portfolio with 5M+ active users at Appex and for Flip's e-commerce platform across 4 European markets. Turns research, A/B testing and analytics into measurable gains in conversion and retention, and builds AI into the design workflow with Claude, Claude Code, Cursor and Figma Make.

SKILLS

Product and UX Design: Product Design, UX Strategy, Interaction Design, UI Design, Information Architecture, User Flows, Wireframing, Prototyping, Design Systems, Accessibility (WCAG), Mobile UX (iOS, Android), Responsive Web Design

Research and Optimization: User Research, Usability Testing, User Interviews, A/B Testing, Conversion Rate Optimization (CRO), Behavioral Analytics, Google Analytics, Mixpanel, Hotjar

AI and E-commerce: Generative AI UX, Conversational UI, AI-assisted Prototyping, E-commerce UX, Checkout Optimization, Onboarding and Paywall Optimization, Marketplace UX, UX Writing

Leadership: Design Leadership, Team Mentoring, Cross-functional Collaboration, Stakeholder Management, Workshop Facilitation, Project Management

Tools: Figma, Figma Make, Claude, Claude Code, Claude Design, Cursor, FigJam, Miro, Webflow, Shopify, Jira, Apple Search Ads, Google Ads

WORK EXPERIENCE

Lead UX Designer (Contract) | Adobe (Adobe Express)

10/2025 - Present | Remote

Adobe Express is Adobe's all-in-one content creation app.

- Led UX across 3 Adobe Express product teams (AI Presentations, Print and new initiatives), partnering with Product and Engineering on each from discovery through delivery.
- AI Presentations: defined the core interaction model for conversational AI editing, using the user's selection as shared context between user and AI, and shaped feature priorities through competitive research across AI presentation tools.
- Prototyped and iterated the mobile presentation viewer, and wrote UX copy for AI edge states such as pending image generation and exit confirmations.
- Print: designed e-commerce UX for Adobe Express Print, a new business line that lets users order their designs as flyers, business cards and t-shirts, which has grown from a US pilot to Canada, the UK, Australia, Europe and India.
- Reviewed and guided the work of less-experienced designers, raising consistency and craft across teams.

Lead UX Designer | Appex

04/2024 - 11/2025 | Remote

Appex acquires, scales and builds mobile apps across health, fitness, lifestyle and productivity.

- Led UX vision across a portfolio of 10+ mobile apps with over 5 million combined active users, including Fithub, Sculpt You and Fitness AI.
- Managed and mentored a team of 3 designers, building a culture of experimentation and data-informed design.
- Increased onboarding completion 18% and paywall conversion 12% through A/B testing and UX research.
- Redesigned onboarding, navigation and core flows (bottom navigation, body scan progress tracking, fasting and water tracking) to shorten time to value and increase daily engagement.
- Cut design-to-development handoff time 30% by building a cross-app design system and usability standards.

Lead UX Designer | Flip

11/2022 - 11/2023 | Bucharest, Romania

Flip is one of Europe's fastest-growing refurbished tech companies, operating in Romania, Bulgaria, Greece and Hungary.

- Owned UX and UI strategy for Flip's e-commerce and trade-in platform across web and native apps in 4 European markets, setting design direction and standards with Product and Growth leadership.
- Increased completed checkout sessions 23.4% by redesigning checkout into a step-by-step flow with inline validation, also reducing form errors.
- Increased accessory attach rate 27% in the first 10 days (€43.6k revenue) with a redesigned cart and a new upsell step, based on usability testing and analytics (Google Analytics, Hotjar, Mixpanel).
- Improved design consistency and delivery speed 40% with a multi-country design system adopted company-wide.

- Supported expansion into 3 new markets through localization and adaptive UX design.

Senior UX/UI Designer | 3Pillar Global

03/2021 - 11/2022 | Remote

Product development company building software for enterprise clients.

- NielsenIQ: redesigned a 15-year-old data analytics platform used by analysts at 23,000+ enterprise clients, making large datasets easier to explore and act on.
- POLITICO: revamped the news app experience and integrated new features within a 48-hour delivery window.
- IntraFi: designed workflows for a network of 12,000+ US banks, using persona-based research where direct user access was restricted.
- Improved task efficiency by up to 25% (post-launch feedback) through user interviews, stakeholder workshops and usability testing.

Senior UX/UI Designer | Rebag

08/2019 - 09/2022 | Bucharest, Romania (Romanian team for New York-based Rebag)

Rebag is a US luxury resale marketplace based in New York with millions of users. Worked directly with the VP of Product and New York engineering teams.

- Led the complete redesign of the iOS and Android apps, improving usability and aligning the experience with the brand.
- Increased session duration 22% and checkout completion 10% by redesigning cart, checkout and navigation.
- Raised the App Store rating from 4.1 to 4.6 within six months through accessibility and interaction improvements.
- Grew yearly product page revenue 17% by redesigning the PDP, alongside the mega menu, search, listing pages and The Vault editorial hub.

Interaction Designer | Spigot Inc.

05/2018 - 08/2019 | Bucharest, Romania

Silicon Valley digital performance marketing company building web and mobile products.

- Designed and optimized iOS and Android apps, from concept sketches to high-fidelity prototypes, across multiple product verticals.
- Improved user acquisition performance by over 20% through A/B testing and Apple Search Ads optimization.

Founder and UX/UI Consultant | UX Stuff Design Agency (formerly Webdevity)

04/2011 - Present | Bucharest, Romania (freelance, alongside full-time roles)

Design agency delivering UX/UI, web and branding projects. Clients included The Florida Holocaust Museum and Valrom.

- Delivered 50+ UX/UI, web and branding projects for startups and corporate clients in Europe and the US.
- Redesigned The Florida Holocaust Museum website around its new brand identity, built in Webflow.

SELECTED WORK

Adobe Express: AI Presentations and Print | Generative AI, E-commerce

Conversational AI editing model for generative presentations, and the ordering experience for Adobe Express Print, a new business line now live across North America, Europe, Asia-Pacific and India.

stefancaldare.com/work/adobe-express

Flip: Purchase Funnel Redesign | E-commerce, Conversion Optimization

Cart, accessories upsell and step-by-step checkout: +27% attach rate in 10 days and +23.4% completed checkout sessions.

stefancaldare.com/work/flip-purchase-funnel

NielsenIQ: Analytics Platform Renewal | Enterprise SaaS, Data Visualization

Redesign of a 15-year-old data analytics platform used by analysts at 23,000+ enterprise clients worldwide.

stefancaldare.com/work/nielseniq

Rebag: Webshop, Checkout and App | E-commerce, Mobile

Luxury resale marketplace: +17% yearly product page revenue and an App Store rating raised from 4.1 to 4.6.

stefancaldare.com/work/rebag

EDUCATION

Bachelor's Degree in Marketing and Management | University of Bucharest | 2010 - 2013

CERTIFICATIONS

Interaction Design Foundation: Design Thinking; The Practical Guide to Usability; User Experience and Mobile UX Design; Psychology of E-commerce; Gestalt Psychology and Web Design; Information Visualization

LANGUAGES

Romanian (Native) | English (Full Professional Proficiency) | German (Limited Working Proficiency)