

Vlad-Matei Ciutacu

UX Designer & Technology Enthusiast

Email: vlad@wwz.ro Phone: +4 (0723) 245 657 Links: Portfolio / LinkedIn / GitHub Location: Bucharest, Romania

Bio

UX designer and technology leader with 10+ years of experience building user-focused platforms across e-commerce, footwear, and digital media. Skilled at blending strategic vision with hands-on design and development to build impactful, scalable digital products that drive business growth and user engagement.

Work Experience

World Wide Zoo
Bucharest, Romania | <https://wwz.ro>
Chief Executive Officer 2020 - Present

Sneaker Industry
Bucharest, Romania | <https://sneakerindustry.ro>
Chief Technology Officer 2021 - 2024
Information Technology
Digital Marketing Specialist 2019 - 2021
Marketing
User Experience Designer (Intern) 2019 - 2019
Customer Experience

Sneaker Industry
Bucharest, Romania | <https://sneakerindustry.ro>
Product Photographer 2015 - 2016
Photography

Suburban Magazine
Bucharest, Romania | <https://suburbanmagazine.ro>
Event Photographer 2013 - 2016
Photography

UZR.ro
Bucharest, Romania | <https://uzr.ro>
Event Photographer 2012 - 2013
Photography

Education

The Hague University of Applied Sciences
Bachelor of Science (BSc) 2016 - 2020
Communication and Multimedia Design
Specialization: UX Design | Grade: 7.6/10

Skills

Tech Skills
Python, React, Next.js, PHP, JavaScript, HTML/CSS, SQL, NoSQL, REST APIs, Frontend and Backend Development
Soft Skills
User Research, Design Thinking, Problem Solving, Project Management, Communication, Stakeholder Management
Tools
Adobe Creative Suite, Jira, Confluence, Google Analytics, Slack, Shopify, PrestaShop, ERP Systems, CRM Software

Languages

Romanian C2

English C1

French A2

Selected Projects

Sneaker Market Romania
Sneaker blog and community platform. Romania's first sneaker community, founded in 2014. Trusted media partner for 50+ retailers.
SNKRIND Stock Checker
Real time online stock checker tool. Developed for local retailer Sneaker Industry to help customers check product stock across stores.