

# 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 independence.

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## 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

### Creative Director & Founder

- Managing a small design studio that partners with ambitious startups and great 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 Partner

- 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 language 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

### Design Partner

- Worked with the founders to launch today's 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

**Stylegala** - All-Star

**Webby Awards** - Official Honoree

Published author and speaker