

LUCIAN MODIGA

modiga.lucian8@gmail.com | +34664514367 | [LinkedIn](#) | [Website](#)

SUMMARY

UI/UX Designer with 2+ years of experience designing clear, intuitive web and product experiences for AI and SaaS. Strong foundation in design + marketing (6+ years), bringing a performance mindset to layout, hierarchy, and conversion-focused flows.

Currently collaborating with Supernormal, shipping Framer-based pages, CMS scalable collections, and brand-consistent assets across key marketing touchpoints.

PROFESSIONAL EXPERIENCE

Visual and Web Designer, [Supernormal](#)

June 2025 - Present

- Led UI/UX + marketing design across the Supernormal website (Radiant → Supernormal) and shipped 20+ Framer pages with a consistent visual system and interaction patterns.
- Built scalable CMS + component systems (Framer/Webflow) supporting 40+ pages, plus AI-assisted custom code components to speed up reusable, high-quality UI patterns.
- Improved clarity and conversion readiness through IA/UX flow refinements and performance/SEO hygiene, and implemented measurement + experimentation: UTM, GTM, JSON-LD, A/B testing.
- Contributed to growth outcomes, including a ~70% increase in website traffic and a ~50% increase in app downloads, driven by iterative landing-page improvements and campaign-aligned site updates.
- Built internal tools with Claude to automate recurring workflows, applying Supernormal's brand identity and managing version control and deployments through GitHub and Vercel.
- Designed fast-turn paid creative for Meta, TikTok, and Google Ads, adapting and resizing assets across 15–20+ specs per campaign while keeping brand consistency.

Marketing and Web Design Strategist, [Circles House](#)

Oct 2024 - May 2025

- Updated the Circles House new webpage design in Webflow, optimizing SEO, enhancing content, and improving design to align with marketing goals.
- Collaborated with the marketing and design teams to develop campaigns, create promotional content, and execute monthly schedules for LinkedIn, TikTok, and Instagram (2-3 posts/week), boosting views by 80%.
- Creating optimized SEO-articles for the website that align with the brand voice and aesthetic to organically attract more visitors to featured pages.
- Wrote 1-2 SEO-optimized articles per week and diverse social media content to organically increase website traffic and visibility across platforms.

UI/UX Designer, [Hermaid](#)

Oct 2024 - June 2024

- Designed a new resources page in two weeks by analyzing competitors, conducting research, and creating mood boards, resulting in 12 web screens and 12 mobile screens; collaborated with the Taumatic IT team to implement the page within three weeks, providing strategy guidance and monitoring.

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- Redesigned the pitch for angel investors, clarifying content and leading to 50% more positive feedback and securing one new client and investment seed.
- Renewed Hermaid's visual identity, boosting LinkedIn exposure by 40% through cohesive branding and engaging visual content.
- Developed wireframes, prototypes, and visual designs while ensuring consistency across digital platforms.

SKILLS

UX & Research

Heuristic evaluation · User flow mapping · Information architecture · Wireframing · Prototyping · Content hierarchy optimization · Usability testing · Accessibility best practices (WCAG) · Journey mapping · Data-driven design decisions · Annotated UX documentation

UI & Design Systems

Figma (components, auto layout, variants, style libraries) · Framer (interactive pages, CMS, custom code components, animations) · Webflow (CMS, responsive layouts, Client-First) · Claude & Codex (AI-assisted prototyping, code generation, workflow automation) · GitHub & Vercel (version control, deployment) · Design systems & component libraries · Visual hierarchy · Typography & color systems · Responsive design · Cross-device consistency

Tools

Figma · Framer · Webflow · Claude · Codex · Chat GPT · Github · Vercel · Adobe Creative Suite (Photoshop, Illustrator, XD) · Notion · Linear · Jira · Confluence · Slack · Zapier · Canva

EDUCATION

Master's Degree - Business

Oct 2019 - Oct 2020

Academia de Studii Economice din București

- Studied abroad through the "Erasmus+ Studies" program at Juraj Dobrila University of Pula in Croatia (SEPT 2019- JAN 2020) and Vilnius University in Lithuania, Vilnius (MAR 2021 - JUL 2021), receiving scholarships for both.

Bachelor's Degree - Business and Tourism

Oct 2016 - Oct 2019

Academia de Studii Economice din București

- Focused on integrating tourism principles with business strategies. Gained experience in market research, gathering and analyzing survey results, and applying findings to business mockup creations and company development projects.
- Studied abroad at İstanbul Gelişim Üniversitesi in Istanbul, Turkey (SEPT 2018 - JAN 2019), through the "Erasmus+ Studies" program on a scholarship.

ADDITIONAL INFORMATION

- **Course:** UI/UX Design — Ticket to Freedom by **Webcase** Dec 2023 - Mar 2024
- **Languages:** English (Fluent), Spanish (Upper Intermediate), Romanian (Native), French (Intermediate)