

John Prisecariu.

Senior AI-Driven Product Designer • UI/UX • Product Developer

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SUMMARY

I'm a formally trained AI-driven Product Designer with 13+ years of experience building digital products from the ground up. I combine product thinking, visual craft, and a healthy amount of vibe coding to bridge the gap between idea and execution. The result is work that goes beyond polished mockups and turns into products that run, solve problems, and create measurable outcomes.

SKILLS

Product design: UX/UI, design systems, user research, information architecture, user flows, wireframing, interaction design, prototyping, responsive design

Product: Product ownership, roadmap prioritization, interface specifications, usability validation on real workflows, visual QA

AI-assisted development: Claude Code (CMUX terminal workflow), GPT/Codex, design-to-code workflows, Xcode (iOS), React Native, GitHub

Web: Immersive marketing websites, custom web platforms, CMS architecture, automation solutions, micro-interactions, motion design, Webflow (certified)

Tools: Figma (design systems, prototyping, developer handoff), FigJam, Claude Design, Illustrator, Photoshop

PROFESSIONAL EXPERIENCE

Product Designer & AI iOS Developer, Cratox AI

2025–2026

iOS nutrition app, live on the App Store · Remote

- Designed the end-to-end product experience on a custom design system: UX/UI, micro-interactions, and Apple's Liquid Glass design language across the interface and its motion behavior.
- Built the app in Xcode through AI-assisted development (Claude Code, GPT/Codex): AI meal tracking and insights, HealthKit integration, and subscription monetization with Adapty.
- Shipped Calorie Counter Food Scan to the App Store; co-own the roadmap and feature prioritization as a daily user of the product.

Founder & Product Designer, Wavertise

2017–Present

Design agency · Bucharest, Romania

- Coordinate internal teams and external collaborators, delivering complete products from concept to implementation.
- Cover a wide range of services, from art direction and visual systems to product design and development.
- Manage the creative and technical processes to ensure the visual and functional coherence of every project.

Managing Partner & Product Designer, M2M Solutions

2020–2026

Long-term partnership

- Owned the product design for two modular ERP systems, M2M ERP (business management) and Medcore (medical clinics): UX research, system architecture, UI, and prototyping.
- Coordinated the development team to keep the product vision and the technical implementation coherent.
- In parallel, worked on joint projects in real estate and healthcare, from concept and visual direction to marketing websites and custom web platforms.

Managing Partner, Itive

2019–2020

- Co-founded an IT and design office in Iași, Romania, coordinating the design team and the developers.
- The experience and connections built there led to long-term product partnerships.

Founder & Designer, Haha Design Studio

2013–2017

- Founded a design studio after high school and worked closely with a handful of designers, finishing 200+ projects together; first lessons in leading a team.
- Freelancing online since 2012.

FAVORITE PROJECTS

Cratox AI, Calorie Counter Food Scan (iOS): nutrition app designed and built end to end with AI-assisted development, live on the App Store: johnprisecariu.com/projects/cratox-ai

To see all the projects, visit my website: www.johnprisecariu.com

EDUCATION

Bachelor of Arts in Graphic Design, National University of Arts “George Enescu”, Iași

2014–2017

Art High School “George Apostu”, Bacău: architecture and graphic design

2009–2013

COURSES AND CERTIFICATIONS

Webflow accredited certifications: Layout Level 1, Layout Level 2, CMS, Webflow 101 (2024)

Mobile UX, NN/g (Nielsen Norman Group) (2023)

UI/UX Design, Coursera (2021)

Google Material Design, UI/UX (2019)

Apple Human Interface Guidelines (2019)

Web Development, Webflow Academy (2019)

California Institute of the Arts (CalArts), design course (2017)

Digital Design Fundamentals, bootcamp (2016)

AWARDS

1st place, Branding, Behance Portfolio Review Iași, hosted by Subsign in collaboration with Behance (2017)

LANGUAGES

Romanian (native) · English (professional working proficiency)