Marcel Sendrea

Senior Product Designer | Enterprise SaaS · AI-Native Products
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PROFESSIONAL SUMMARY

Senior product designer for B2B, B2C, SaaS, and enterprise software who **builds with AI**. I ideate in Figma, **design in code**, and own the **design system end to end**: I hand-craft the foundation, then grow and maintain it with AI agents. I take work from **discovery to delivery**, turning ambiguity into functional prototypes in code that engineering can build from. At Virtru, led design of an encryption product through **v1.4** and built the design system behind **3 SaaS products**. At Fuselab, shipped a healthcare data visualization product **0-to-1** and redesigned the aviation industry's largest aircraft database, cutting task time **50%**. At Crunchyroll, built the company's first cross-platform design system, cutting time-to-market **37%**.

PROFESSIONAL EXPERIENCE

Virtru | Senior UX Designer | Remote

Jan 2025 – Aug 2026

- Owned design of the encryption product **from first concept to a shipped v1.4** across **3 release cycles**. Delivered file preview, attribute editing, encryption, and **post-send access control** to beta customers on Windows and macOS.
- Designed the **AI-driven policy suggestion experience**, where a model reads **user entitlements and organizational policy configuration** to recommend access attributes, with manual override at every step so the **employee sending the file** stays in control of the final decision.
- Redesigned the **Web Security Platform** install for administrators and IT, replacing a **Command-Line Interface (CLI)-only flow** with guided setup. Moderated testing showed **errors down 40%** and **effort down 56%**.
- Built the **design system** underpinning **3 SaaS products** end-to-end, from **foundations through Storybook**. Hand-crafted the foundation, then grew and maintained it with **Claude Code**, and drove adoption across product and engineering teams.
- Set the **success metrics** (**task completion, task time, error rate**), ran the moderated testing that measured them, and used the results to **decide what shipped, what changed, and what got cut**. Wrote the **specifications engineering built from**.

Fuselab Creative | Lead Product Designer | Remote

Sep 2022 – Apr 2024

- Led design across healthcare, aviation, and government data visualization for US and Canadian clients.
- Designed and launched a data visualization product for the California Department of Health Care Services (DHCS), cutting recurring development work by **40%** and cost per report by **$60,000**.
- Redesigned AircraftBluebook.com, the aviation industry's largest aircraft database. Users completed tasks **50%** faster, and return visits rose **20%**.
- Managed a **16-person** distributed design team with **92%** retention through the end of engagement.
- Built a shared design system spanning Figma and React, cutting delivery time by **18%** and improving consistency across all client projects.

Crunchyroll | Senior Design Program Manager | San Francisco, CA

May 2018 – Sep 2022

- Led design ops across web, iOS, Android, and 10-foot TV UX platforms while the paid subscriber base grew by **2M**.
- Built the company's first cross-platform design system, cutting time-to-market by **37%** and saving **15,000 engineering hours** per year.

Crunchyroll | Regional Lead Product Designer | Republic of Moldova

Jan 2017 – May 2018

- Built and led a **10-person** design team from the ground up. Audience retention grew by **27%** across mobile and web.
- Set design vision and process standards for the regional office, growing team design maturity and shipping cadence.

Yopeso | Head of Product Design | Republic of Moldova

Oct 2015 – Jan 2017

- Recruited and developed **14 designers**, driving **20%** revenue growth.
- Led design operations, expanding the business portfolio and improving delivery timelines by **18%**.

CORE SKILLS

Design: Interaction design, Visual design, Motion design, Information architecture, Prototyping, Design systems, Systems thinking, Data visualization, AI-assisted prototyping, AI transparency and control, Product thinking, Product strategy, Storytelling, Accessibility (WCAG 2.2)

Methods: Semi-structured interviews, Moderated and unmoderated usability testing, Usability metrics, A/B testing, Data analysis, Prioritization, Behavioral archetype research, Contextual inquiry, Surveys, Problem framing, Thematic analysis, Persona development, Journey mapping

Domain: B2B, B2C, SaaS, Enterprise software, Data visualization, Design systems, Developer tools, Healthcare, Data security

Tools: Figma, Figma Make, Claude Code, FigJam, Storybook, Adobe Creative Suite, Next.js, HTML, CSS

EDUCATION

Bachelor of Arts, Graphic Design | Academy of Music, Theatre and Fine Arts

Republic of Moldova | 2002 | Graduated top of class

CERTIFICATIONS

- Interaction Design for Usability - Aug 2026, Interaction Design Foundation (IxDF)
- Object-Oriented UI Design: Build Interfaces Users Love - Apr 2026, IxDF
- AI for Designers - Dec 2025, IxDF