

Marian Trufașu

Lead Product Designer · Design Lead

Brașov, Romania · Remote or hybrid, incl. DACH teams

marian.trufasu@gmail.com

+40 769 69 65 23

marian.trufasu.eu

linkedin.com/in/marian-trufasu

I design complex, high-stakes software and build the teams that design it. I founded Kronsoft's UI/UX team in 2015 and lead 4–6 product designers and the Business Analysis team, working on pharmacy software for Germany, enterprise design systems and AI interfaces for banking. In 2026 I co-founded GetDoc.ro, which I designed and built myself.

1,500+

design-system components, used by 150 developers

11,000+

pharmacies on my clients' systems

5,000

GetDoc users in its first 3 months

9

designers hired, 3 grown from junior level

EXPERIENCE

Aug 2015 – now
Brașov · hybrid

Lead UI/UX Designer & Design Team Lead

Kronsoft Development

Founded Kronsoft's UI/UX team and lead it. I manage 4–6 product designers and the Business Analysis team across pharmacy, healthcare and banking products.

- Lead UX across 5 products for two leading German pharmacy software vendors, whose systems run in 11,000+ pharmacies.
- Designed a 40-module pharmacy ERP from scratch; the first released module helped win a 120-pharmacy chain.
- Led the concept and proof of concept for a 26-module ERP redesign: touch-first counter, adjustable text size, dark mode.
- Built and govern two design systems: 1,500+ components, 84 page templates, 150 developers. Fewer UI bugs, less rework.
- Rebuilt the path from product-owner specs to developer handoff, reducing missing information, rework and bugs.
- Turned roles and permissions management into a guided wizard after identifying five critical UX gaps.
- **Wellolive:** led product design of a B2C health app (iOS, Android); research with doctors, nutritionists and users.
- **Banking:** designed an AI insights panel for a consultant tablet app, turning AI output into reliable UI blocks.
- **Team:** hired 9 designers and grew 3 from junior level, one now at Adobe. Run critique and set handoff standards.

EXPERIENCE, CONTINUED

May 2026 - now Braşov · remote	Co-founder & Head of Product GetDoc.ro Document automation for Romanian company-registry filings: new companies and changes for SRL, PFA and Îl. - Designed and built it end to end: strategy, UX, UI and front end. My co-founder brings the domain knowledge. - Cut a filing from 3–4 hours of paperwork to about 20 minutes: data is entered once or imported from official sources. 5,000 users in the first 3 months. Launched GetDoc PRO for accountants and consultants: 360 users, 56 paying monthly.
2013 - 2015 Braşov	UI Designer Kronsoft Development B2B and healthcare interfaces, built closely with developers.
2011 - 2013 Braşov	Web Designer Kronsoft Development Designed screens and coded them as working front-end mockups in HTML, CSS, JavaScript and Angular.
2009 - 2013	Freelance Web Designer · Upwork
2008 - 2010	Graphic and Web Designer · Romania Turistica, a leading accommodation booking site
2007 - 2008	Graphic Designer (DTP) · Brand Distribution Group

SKILLS

Product design

0→1 products, interaction design, information architecture, prototyping, AI interfaces

Leadership

Hiring, mentoring, critique, design and BA teams, spec-to-handoff process

Design systems

Tokens, light and dark themes, responsive scales, components, governance

Domains

Pharmacy ERP and point of sale (Germany), healthcare, banking, legal tech

Research

Interviews, usability testing, stakeholder workshops, journey mapping

Tools and code

Figma, FigJam, Miro, Adobe CC, AI prototyping · HTML, CSS, JS, Angular, React

EDUCATION

Engineering

Transilvania University of Braşov
2005–2009

LANGUAGES

Romanian · native
English · professional
German · basic

COURSES · IXDF 2024

UX Management: Strategy and Tactics
Get Your Product Used
AI for Designers