CURRICULUM VITAE

Nicușor-Laurențiu Beuca

Product Design Engineer

PERSONAL INFORMATION

Location	Bucharest, Romania
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ABOUT ME

Product design engineer with more than 10 years of experience designing and building web interfaces. Recent work covers road safety analytics, connected mobility dashboards and GIS tools. I take products from early workflows and prototypes through to frontend implementation, with a focus on making complex data clear and usable. Experienced with LLMs and AI coding assistants to prototype, design and code interfaces.

WORK EXPERIENCE

09/2022 – Present

Founder & Product Design Engineer

TARG.DIGITAL SRL | Remote, Romania

Design and build data-heavy web products for clients in mobility and safety, covering product workflows, interaction design and frontend implementation.

- **Soteria – road safety analytics.** Led interface design and frontend implementation for a GIS tool used to explore accident data, deployed for municipal clients in Madrid and Athens. Connected Leaflet maps, Chart.js visualisations and contextual panels so users can move between locations, patterns and supporting data.
- **SWARCO CCAM – connected mobility.** Designed and built live dashboards for traffic operations. Used WebSocket data to show signal phases, roadside unit status and V2X messages (CAM, DENM and IVI) in one interface.

01/2020 – 07/2022

Freelance Product Designer & Frontend Engineer

Upwork | Remote

Worked with international clients from research and wireframes through responsive UI design and frontend delivery.

- **Europolis – investment platform.** Mapped journeys for project creators, investors and administrators, including discovery, due diligence, KYC and pledging. Produced responsive designs and reusable interface patterns.
- **Thrupny – blockchain consultancy.** Built a responsive marketing site and investor dashboards from custom designs using HTML, SCSS and WordPress.

10/2016 – 12/2019

UI/UX Designer & Frontend Engineer

Beuca Nicușor Laurențiu PFA | Bucharest, Romania

- **Orange Romania.** Designed and built orange.ro/business, organising solutions and industry pages using a Sketch/InVision design system and matching HTML/CSS patterns.
- **TheoremReach.** Redesigned responsive survey flows, focusing on mobile navigation, step transitions and clear feedback during completion.
- **Vini.** Designed e-commerce websites and a comprehensive design system with integration-ready HTML/CSS templates.

02/2016 – 09/2016

Graphic Designer

OneTouch Advertising

- Designed marketing campaign assets across print, web and mobile.

09/2014 – 01/2016

Web Designer & UI Developer
Upwork | Remote

- Delivered websites, UI designs and prototypes for clients in e-commerce, SaaS and WordPress.

EDUCATION AND TRAINING

2012 – 2014

Master of Arts (MA) in Book Editing
University of Bucharest | Bucharest, Romania

Book editing, editorial workflows, content structure and language – experience I apply to information architecture and content design.

EQF level 7

2009 – 2012

Bachelor of Arts (BA) in English & Romanian Literature
University of Craiova | Craiova, Romania

Romanian and English language and literature – a foundation in communication theory, structural linguistics, narrative systems and information flow.

EQF level 6

PERSONAL SKILLS

Mother tongue Romanian

Other languages

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2

Levels: A1/A2 basic user · B1/B2 independent user · C1/C2 proficient user (Common European Framework of Reference for Languages).

Job-related skills Product design and frontend engineering · GIS and data visualisation · real-time dashboards · design systems and reusable components · accessibility and responsive UI · discovery, prototyping and developer collaboration

Digital skills: design Figma, Sketch, InVision, design systems, component libraries, user flows, wireframes and prototypes

Digital skills: frontend & data UI Angular, TypeScript, HTML, CSS/SCSS, PrimeNG, WordPress, Leaflet, Chart.js, WebSocket real-time data; Git, Nx.

Digital skills: AI LLM-assisted prototyping and development with AI coding assistants · prompt and context engineering · structured outputs and evaluation of model results · designing AI-assisted interfaces (human-in-the-loop review, transparent and explainable output)

Digital skills: accessibility Semantic HTML, responsive design and keyboard-friendly interfaces; working knowledge of WCAG 2.1 AA guidance