

Cătălin Șandru

Product Designer

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Lead Product Designer with 15+ years of experience designing and scaling B2B platforms across fintech and enterprise environments.

I specialize in simplifying complex systems, improving product adoption, and aligning business goals with user experience. My work spans the full product lifecycle from discovery and strategy to delivery and optimization. Partnering closely with product, engineering, and commercial teams.

Professional Experience

Visma Advantage AS / Stockholm / Lead Product Designer

Apr 2022 – Present

Lead design direction for a multi-market B2B procurement platform, focusing on simplifying complex agreement flows, improving onboarding and activation, and aligning product, business, and engineering teams around key initiatives.

Visma Advantage AS / Stockholm / Product Designer

Jul 2018 – Apr 2022

Designed end-to-end user experiences for B2B procurement platforms
Conducted usability testing and iterative improvements to reduce friction and improve efficiency
Collaborated closely with engineering to ensure high-quality implementation

Docler Holding / Luxembourg / UI UX Designer

Mar 2016 – Jul 2018

Designed interfaces and experiences for high-traffic digital platforms, improving usability and consistency while delivering rapid solutions in fast-paced environments.

Banca Comercială Carpatica / Bucharest / UI UX Designer

Oct 2013 – Mar 2016

Designed the mobile banking app and user flows
Improved usability of internal and customer-facing applications
Collaborated with product, business, and engineering teams to translate requirements into UX solutions

Banca Comercială Carpatica / Bucharest / Product manager

Apr 2010 – Oct 2013

Designed the mobile banking app and user flows
Improved usability of internal and customer-facing applications
Collaborated with product, business, and engineering teams to translate requirements into UX solutions

Product Launches

Seiva.se B2B platform for contract management and supplier agreements

Vinst.no Procurement and savings platform for SMBs in the Norwegian market

Education

University of Bucharest
Bachelor's Degree — International

Companies & Clients

Visma Advantage • Deloitte • Allianz-Țiriac • Docler Holding • Printec • Banca Comercială Carpatica

Skills

Product Design • Product Strategy
B2B Platforms • UX Architecture • Onboarding & Conversion Optimization • Design Systems • Stakeholder Alignment • Workshop Facilitation • User Research & Testing

Tools

Figma • Adobe Creative Suite • Miro • FigJam

Languages

English (Advance)
Italian (Medium)
Romanian (Native)