



Adrian Harja

User Experience Designer

harja.adrian89@gmail.com

 LinkedIn www.linkedin.com/in/adrian-harja-8a9a411a/

 Portfolio adrianharja.com

I'm a Senior UX Designer with 14+ years across products in cybersecurity, research & academia, insurance, education, construction, exhibitions and trade shows, and more.

I specialize in end-to-end UX work, from research that clarifies the user and business needs to design that works in the real world. One of my strongest areas is Accessibility. I've been an accessibility lead at two companies to date: Figshare and Bitdefender.

SKILLS

- **UX Design** - Visual & Interaction Design, Design Systems, Web Accessibility, Accessibility Evaluation, Heuristic Analysis, Prototyping, Data Visualization
- **UX Research** - Discovery & Evaluative Interviews, Information Architecture, Task Analysis, Object Oriented UX, Journey Maps
- **Motion Graphics Design**
- **Tools** - Figma, Sketch, Protopie, Miro, Dovetail, Adobe After Effects/Photoshop/Illustrator/Premiere Pro

WORK EXPERIENCE

UX Designer: Bitdefender / February 2024 - Present

Design across Bitdefender's consumer and enterprise cybersecurity products, from scam protection to analytics and network platforms for telecom and ISP partners.

- **Scam Protection**
 - Redesigned the bundle after a 2025 usability study, with clearer names and deeper insight into people's online activity.
 - Designed Scam Radar, an AI early-warning feature for local scam waves on Facebook and SMS. It won Best Awareness Campaign or Educational Programme at the Global Anti-Scam Summit America 2026.
 - Extended Scamio, the AI scam assistant, across web, WhatsApp, Messenger and Discord, with a new verdict system and a cybersecurity education module.
- **Accessibility lead**
 - Ensured the main consumer product meets WCAG 2.2 Level AA on every device and OS, built an accessible design system and trained colleagues across the company.
- **Smart Home security bundle for telecom partners**
 - Defined the scope and architecture with Object Oriented UX, prototyped micro-interactions with AI tools, and designed the full flow for development.
- **Data analytics platform**
 - Signed new visualizations of home device and app usage, automated insight cards and a more readable main dashboard.
- **Network management platform for ISPs**
 - Defined the architecture with the product manager for a niche audience of small-ISP admins.
- **Password Manager**
 - Continuous improvements and new AI features for Bitdefender's Password Manager, called SecurePass.

UX Consulting / 2022 - Present

UX services for clients across different industries: construction, parenting, relocation. UX services include: UX Research and Analysis, Ideation, Prototyping, Interface and Interaction Design, Usability and Accessibility Evaluation.

Senior UX Designer: 3Pillar Global / August 2021 - January 2024

- **Stock Photography**
 - Found the leading causes of revenue loss through discovery interviews, heuristic evaluation, data analysis and an information architecture review. Then built a UX strategy tied to business goals and KPIs, covering usability fixes, search and purchase, onboarding and pricing.
- **International Events**
 - Designed a SaaS product that shows behavioural insights about leads from specialist events. It was based on UX, market and competitor research, with the visual direction, design system and high-fidelity interface defined by me.
- **Education**
 - Proposed new UX strategies, optimized design solutions, prepared script interviews, performed task analysis activities, gathered insights from user testing and improved the design-development handover for a variety of features for a company in the Education space.
- **Auto Insurance**
 - Designed onboarding, account creation and experiments, and proposed a pivot for a poorly performing product based on discovery interviews and market and competitor research.
- **Teaching**
 - Prepared and conducted a workshop on Web Accessibility covering topics such as Disability, WCAG 2.1 Guidelines, Design Annotations, Accessibility Evaluation, Accessible Layouts and Components, Keyboard Navigation, Legislation, Business Impact

UX and Motion Designer: Figshare / April 2015 - July 2021

- Redesigned Figshare, a SaaS research data platform, to meet WCAG 2.1 and Section 508. This covered information architecture, an accessible design system, prototyping, user testing and the end-to-end high-fidelity interfaces.
- Cut the time needed to build new features by writing contextual documentation for developers inside the design files, which also improved design and development collaboration.
- Designed interfaces for several verticals of the company meant to improve or scale the product in new directions: new product features, improvements and explorations of new concepts.
- Created the brand for two research events, including the visual identity, logo, marketing materials and video presentations.
- Produced motion graphics marketing videos in After Effects and Premiere Pro about the company's user and business value, from research and storyboarding to animation.

Motion Graphics Designer and Video Editor: Freelancer / 2012 - 2014

- Created Motion Graphics Videos in After Effects and Premiere Pro for various clients

Motion Graphics and UI Designer: WEB BUSINESS / DEC 2012 - APR 2015

- Created user interfaces for a variety of products in the Social Media and Entertainment space. Distribution channels included: mobile, TV and web

EDUCATION

Bachelor's Degree: Computer Engineering / 2008 - 2012

Gheorghe Asachi Technical University of Iasi, Romania

Specialized Coursework

Object Oriented UX by Sophia Prater (currently on it)
The Influential Researcher with Dr. Nick Fine and Dr. Ari Zelmanow / June 2023
AJ&Smart: Design Sprint Masterclass / June 2022
IDEO: Advanced Design Thinking Certificate / December 2021

Trainings & Conferences

- UX Bucharest 2015, Bucharest, Romania
- UX Cambridge 2016 and 2017, Cambridge, United Kingdom
- WebSummit 2018, Lisbon, Portugal
- How to Web 2019, Bucharest, Romania

Volunteering

AIIESEC member between 2009 - 2011. I was part of the organising team of two events. In one I was responsible for sales and in the other I was responsible for branding.