Delia-Iulia *Tamas*

UX STRATEGIST / AI PRODUCT & INTERACTION DESIGNER / FOUNDER

Senior UX strategist and product designer — 15+ years — now shipping *AI products end to end*, from user research through interaction and voice design to the last line of code. Focused on trust, explainability, and human oversight.

SELECTED WORK

01 Miravl

BUILT END-TO-END

Founder, Product & AI Design Lead — Thistleglow SRL · Romanian AAC app

Designed and built end to end — research, interaction, voice, offline behaviour, production code — an assistive-communication app for non-speaking autistic children, stroke and aphasia survivors. Built a Romanian *grammatical-inflection engine* that morphs word forms by person and object automatically; led AI voice/TTS design across four voices and a photo-to-vocabulary feature turning a child's own home into their first words. Set the ethics stance: no account, offline-first, on-device data.

02 Ember*Moon* SOON — APP STORE & PLAY

BUILT END-TO-END

Founder, Designer & Builder — Launching on App Store & Google Play

Built a complex generative-content wellness product end to end (Vue 3 + Vite + Capacitor), research to launch on both stores. Authored the full *design system* — six archetypes, a 40-entry content library, guided flows — with on-device-only storage as a privacy differentiator and a free/one-time/subscription model.

03 Fleur SOON — APP STORE & PLAY

BUILT END-TO-END

Founder, Product & Brand Designer — Period-tracking app

Took a period-tracker from research and *brand identity* through to build — visual system, warm best-friend tone, and product UX.

04 Sentrica / Deduct / OneBase

AI UX & INTERACTION

AI interaction design — Romanian SaaS: legal-tech · accounting · no-code CRM

Led research, look-and-feel, and *how the AI sounds and behaves* across three products: Sentrica (an AI legal & compliance co-counsel for public institutions), Deduct (auto-generated Romanian tax filings, designed for human sign-off), and OneBase (a no-code AI CRM turning a plain sentence into a working system) — plus its Romanian go-to-market.

EXPERTISE

- AI product design — research to ship
- UX strategy & product discovery
- Design systems & UI at scale
- Conversion-focused UX (CRO)
- Front-end build — Vue, Vite, Capacitor
- AI interaction & voice design
- Human-in-the-loop & explainable AI
- Trust, transparency & guardrails
- Brand-led digital experiences
- Figma, Adobe Suite, WordPress

EXPERIENCE

Founder & Lead UX Strategist — Thistleglow
2024 — Present

Boutique UX/product studio — strategy, positioning, interface design for startups & SMEs; AI-assisted experiences with clear control, feedback loops, and guardrails.

UX/UI Consultant — Coffee In Code Out
2023 — Present

UX strategy & UI for WordPress platforms; research and audits driving ~25% satisfaction lift; conversion-focused flows and branded assets.

UX/UI Trainer — IT School
2022 — 2023

Hands-on UX/UI courses (UED, HCI, research); contributed to ~90% improvement in student job-readiness.

Senior UI/UX Designer — OSF Digital
2022 — 2023

Complex platforms & e-commerce; ~18% task-completion improvement through usability-driven redesigns.

Senior UX Product Designer — Micro Focus / HPE
2017 — 2022

Scalable enterprise design system; usability testing reduced user errors ~12%.

Earlier — Smallfoot Print · Transylvania Consulting
2011 — 2017

Websites & digital identities: bounce rates ~25% lower, CTR ~20% higher; cohesive visual systems.

LANGUAGES

Romanian Native · **English** Proficient (C2) · **Italian** Intermediate · **French · German · Spanish** Basic

BACHELOR — FINANCE & BANKING, BABEȘ-BOLYAI UNIVERSITY

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