

Marcel Sendrea

Senior Product Designer

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SUMMARY

Senior product designer across consumer, agency, and enterprise. Most recently at Virtru, a data security company serving Fortune 500 and government clients, where I owned the desktop encryption product, led the design system, and supported cloud and SaaS surfaces. Strongest in owning a full product end-to-end, running the research that shapes it, and letting the evidence guide the decisions.

SKILLS

Design: User Experience (UX) research, Artificial Intelligence (AI)-assisted design-to-code prototyping, Interaction design, Information architecture, Prototyping, Wireframing, Security UX, Policy-driven interface design, Design systems, Accessibility

Tools: Figma, Claude Code, Figma Make, FigJam, Adobe Creative Suite, HTML, CSS

Platforms: Web, iOS, Android, Smart TV

Methods: UX interviews, Behavioral archetype research, Moderated and unmoderated UX testing, Surveys, UX prioritization, Outcome validation, Journey mapping, AI-assisted research synthesis, Lean UX, Cross-functional collaboration

Domain: B2B SaaS, Data security, Enterprise encryption, Access control, Healthcare, Streaming and media platforms

EXPERIENCE

Virtru | Senior UX Designer | Remote

Jan 2025 – Aug 2026

- Led and designed Virtru Desktop end-to-end across three release cycles (MVP, v1.3, v1.4), a file encryption progressive web app for Windows and macOS. Owned research, interaction design, and design system integration. Shipped file preview, attribute editing, encryption, and post-send access control.
- Designed Secure Forms from scratch, a new admin-facing builder for creating and embedding encrypted forms on any website to receive messages and attachments. Extended file-level encryption to small and medium-sized businesses (SMBs) without requiring recipients to have a Virtru account.
- Redesigned the Web Security Platform installation experience for organization administrators and IT managers, replacing a Command-Line Interface (CLI)-only flow with a guided setup that lets admins install without engineering support.
- Built the design system underpinning four SaaS and cloud products, owned end-to-end from tokens through component API, and adopted by engineering as the shared source of truth across the portfolio.

Fuselab Creative | Lead Designer and Manager | Remote

Sep 2022 – Apr 2024

- Led design across healthcare, aviation, and government data visualization for US and Canadian clients.
- Designed and launched a data visualization product for the California Department of Health, cutting recurring development work by 40% and cost per report by \$60,000.
- Redesigned AircraftBluebook.com, the aviation industry's largest aircraft database. Users completed tasks 50% faster, and return visits rose 20%.

- Managed a 16-person distributed design team with 92% retention through the end of engagement.
- Built a shared design system spanning Figma and React, cutting delivery time by 18% and improving consistency across all client projects.

Crunchyroll | Senior Design Program Manager | San Francisco, CA

[May 2018 – Sep 2022](#)

- Led design ops across web, iOS, Android, and 10-foot TV UX platforms while the paid subscriber base grew by 2 million.
- Built the company's first cross-platform design system, cutting time-to-market by 37% and saving 15,000 engineering hours per year.

Crunchyroll | Head of Regional Design | Republic of Moldova

[Jan 2017 – May 2018](#)

- Built and led a 10-person design team from the ground up. Audience retention grew by 27% across mobile and web.
- Set design vision and process standards for the regional office, growing team design maturity and shipping cadence.

Yopeso | Head of Product Design | Republic of Moldova

[Oct 2015 – Jan 2017](#)

- Recruited and developed 14 designers, driving 20% revenue growth.
- Led design operations, expanding the business portfolio and improving delivery timelines by 18%.

EDUCATION

Academy of Music, Theatre and Fine Arts – Bachelor of Arts, Graphic Design – Republic of Moldova
2002 | Graduated top of class

CERTIFICATIONS

- [Interaction Design for Usability - Aug 2026](#), Interaction Design Foundation (IxDF)
- [Object-Oriented UI Design: Build Interfaces Users Love - Apr 2026](#), IxDF
- [AI for Designers - Dec 2025](#), IxDF