



Florentina Sarov

SENIOR EXPERIENCE DESIGNER

Write me

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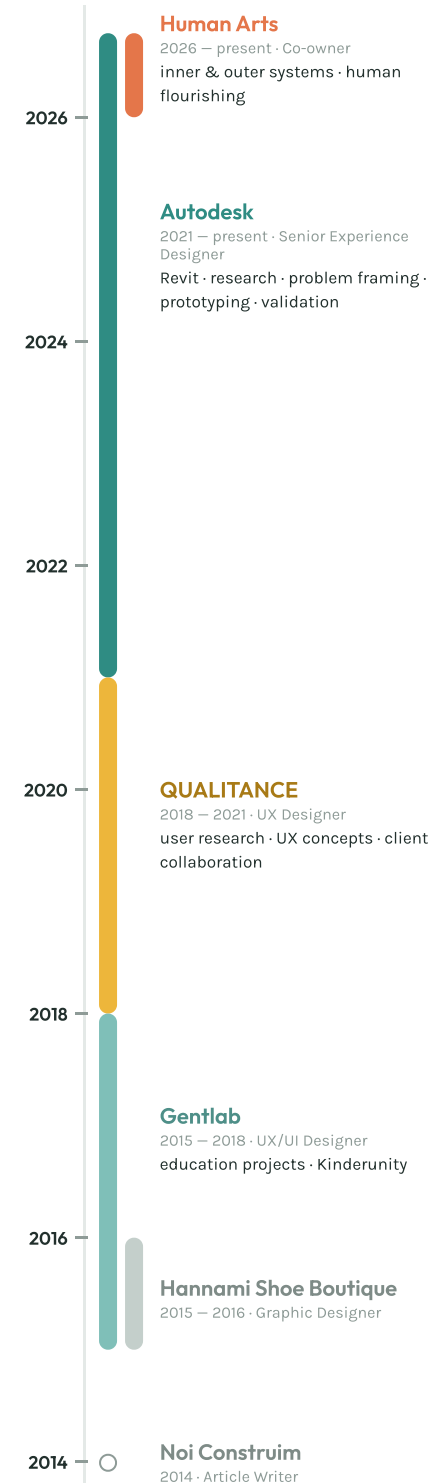
Peek into my portfolio

florentina.sarov.ro

Find me

linkedin.com/in/florentina-sarov · Bucharest, Romania

WORK EXPERIENCE



- ongoing
- the most me
- the client years
- the education years
- where it started

ABOUT ME

I am, first and foremost, a human. Then, I am proudly called an Experience Designer—having spent over a decade exploring how the systems we create influence the way people think, feel, and live.

With a background in Experience Design and training in Embodiment Coaching and trauma-aware methodologies, I combine the mindset of a designer—curiosity, systems thinking, and the ability to shape meaningful experiences—with a passion for understanding human inner systems, to explore one big question: **How do we design systems in which humans can flourish?**

In an AI era where our ability to create and transform ideas is accelerating, I believe we need to be more intentional than ever about what we choose to create—and why. I believe good design is not only about making things possible, but about shaping a future that remains aligned with what allows humans and humanity to thrive.

SKILLS



TOOLS

Any tool that best serves the needs of the project – including:

- Figma
- AI-powered tools
- Miro
- Dovetail
- FigJam
- Jira
- Confluence
- Adobe Creative Suite



EXPERIENCE — IN DETAIL

Senior Experience Designer ONGOING

Autodesk · Revit · 2021 — present

- Lead end-to-end experience design for Revit, from research and problem framing through prototyping and validation.
- Partner with Product Owners, Product Managers, and UX Designers to identify the right problems, align stakeholders, and influence product decisions.
- Conduct user interviews, facilitate workshops, and map experiences to uncover insights and opportunities.
- Prototype and iterate on solutions based on research, user feedback, and desired outcomes.
- Own design initiatives and contribute to improving product and design processes.

EXAMPLE — IMPACT

Influenced the decision to leverage a platform-based product rather than create a product-specific solution, connecting existing and emerging feedback systems and learnings from related initiatives to improve consistency, reduce duplicated effort, and enable more efficient user workflows.

Co-owner THE MOST ME

Human Arts · humanarts.ro · 2026 — present

Human Arts is a continuation of my exploration into how human systems are built—both the internal systems we carry within ourselves and the external systems, relationships, and environments we create.

- Explore the idea that much of what shapes our experience can be “by design”—and that by becoming more aware of these systems, we can consciously reshape them.
- Work at the intersection of inner and outer systems to create more space for aliveness, agency, connection, and human flourishing.

UX Designer

QUALITANCE · 2018 — 2021

- Conducted user research and translated insights into UX concepts, design proposals, and prototypes.
- Worked continuously with clients to understand needs, align on problems, and iterate on solutions.
- Led UX design for an internal collaboration project focused on improving how teams worked together.

UX/UI Designer

Gentlab · 2015 — 2018

- Designed digital experiences and visual communication for education-focused projects, combining UX/UI and graphic design.
- Created design concepts, presentations, brochures, and other visual assets in collaboration with clients and internal teams.
- Contributed to Kinderunity, an education-focused digital experience.

Graphic Designer — Hannami Shoe Boutique · 2015–2016

Article Writer — Noi Construim · 2014

SELECTED WORK & WRITING

MEDIUM · ARTICLE

The Journey of Defining a Personal Design Philosophy

Exploring the development of a personal design philosophy.

florentina-sarov.medium.com

YOUTUBE · CONVERSATION

Conversations with UX Copenhagen

Exploring experience design and design thinking.

youtu.be/taj1ufzuBwo

ARCHIVE

Selected Earlier Projects

An archive of previous design work and projects.

[florentina.sarov.ro · download projects](https://florentina.sarov.ro/download-projects)

EDUCATION

Master’s Degree — Social Psychology

Titu Maiorescu University

Bachelor’s Degree — Urban Design & Planning

University of Architecture and Urbanism “Ion Mincu”

CERTIFICATIONS

Embodiment Coaching & Trauma-Aware Methodologies

School of Embodied Arts · 2025–2026

ECDL

European Computer Driving Licence

LANGUAGES

Romanian

Native ●●●●●

English

Professional proficiency ●●●●●

French

Basic ●●●●●