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Cristian Moisei

Product (UX/UI) Designer & Consultant

I'm a Product Designer from London with over 7 years of experience taking projects from the early exploratory stages to a successful launch, followed by monitoring and refinement. Aside from contributing my own expertise and ideas, I also work to promote a product-led culture and to empower others on my team to do their best work.

In my spare time, I sometimes work on side projects and so far I published 3 iOS apps on the app store (2 of which got featured by Apple).



Contract Product Designer

Shpock (Jan - May 2020)

The first project I designed for Shpock resulted in a 30.4% increase in my team's OKR for the quarter, followed by subsequent optimisations and positive results.



Contract Product Designer

Buyapowa (Jul - Dec 2019)

My time at buyapowa was split between helping lay the foundations for a design first culture, identifying and prioritising new features / opportunities and redesigning existing products.

- Running design sprints
- Creating and maintaining a scalable design system
- Discussing ideas and getting buy-in from senior stakeholders
- Helping the rest of the business understand the product design process and see the benefits of research



UX Manager

Make It Cheaper (Sept 2018 - Jun 2019)

As a result of the experience I designed and refined, conversion went from 1% to 9% and our approach was well received by customers. My work included:

- Working to understand the needs, behaviour patterns and problems of the target audience
- Facilitating research, exploring ideas and helping drive the product vision
- Shaping the design language and information architecture
- Empowering my team and other designers to do their best work
- Ensuring everyone has a clear understanding of the company's goals
- Delivering high quality, intuitive and accessible interfaces
- Collaborating with engineers and overseeing delivery



Product Designer

ScreenCloud (Nov 2017 - Sept 2018)

My work improved customer retention and success via apps and features that addressed the needs of key market segments, as well as helping sign major clients. My work on the company's site increased conversion and better positioned the company to pursue the segments it was targeting as part of its strategy.

- Identifying user needs and designing solutions as ScreenCloud apps and new features
- Conducting user research and validating ideas
- Defining the structure and flow of apps and products
- Designing the UI and UX of apps and products
- Laying the groundwork for a complete redesign of the main product and defining a design system
- Redesigning the company's site



Lead UI/UX Designer

Glofox (Mar - Aug 2017)

Through my work, Glofox saw a reduction in support tickets, improved NPS and gained a better understanding of the most used features via Amplitude analytics. My work was focused on:

- Helping develop a culture where everyone understands and values UX and a customer-centric approach
- Creating a design system that would support Glofox's present and future products
- Conducting user research
- Designing and refining the interfaces of Glofox's products



Founder & Product Designer

Hyperion (Nov 2012 - Mar 2017)

Hyperion was a small design studio that I started with a front-end developer. We worked with small companies taking them from the early ideation stages all the way to fully developed interfaces. I was leading all of our projects, and my responsibilities included:

- Managing relationships with clients and stakeholders and ensuring their objectives are clearly understood
- Organising and managing projects to ensure we deliver on time and meet the needs of our clients
- Conducting user research and leading the ideation stages
- Creating wireframes, designs and prototypes
- Development oversight
- Refining and testing our work to make sure the optimal experience is delivered