

# IOANA ŞERBAN

UI/UX Designer



## CONTACT INFO

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## SKILLS

### Design

- Figma
- UI/UX design (web & mobile)
- Wireframing & prototyping
- Responsive design
- UX principles & usability
- Design systems
- Accessibility basics
- Developer handoff
- User-centered design
- Clear communication & collaboration

### Programming

- C/C++
- Python

### Languages

- English B2
- German A1
- Romanian

## EDUCATION

**Student, University Ștefan cel Mare Suceava,  
Computer Science**  
Octomber 2024-Present

## ABOUT ME

UX/UI Designer and Brand Designer freelancer with over 2 and a half years of experience, as well as a student at the Faculty of Computer Engineering at USV Suceava. I am passionate about solving problems through design, approaching each project in a creative, structured, and user-centered way. I am known for my perfectionism, attention to detail, and the meticulous care I bring to every stage of the design process, with the goal of delivering coherent, functional, and well-thought-out visual solutions.

## WORKING EXPERIENCE

### APP DESIGNER | SEPTEMBER 2024 - PRESENT

freelancer

- Designed user interfaces for mobile applications.
- Created interactive prototypes in Figma to test user flows and validate functionality.
- Collaborated with developers, delivering designs ready for implementation.

### UX/UI DESIGNER | JANUARY 2025 - PRESENT

freelancer

- Analyzed user needs and behavior to build intuitive user experiences.
- Developed wireframes, user flows, and design systems for coherent digital products.
- Designed user-centered UI interfaces, tested and optimized based on feedback.

### BRAND DESIGNER | MARCH 2025 - APRIL 2025 + PRESENT

freelancer

- Created brand visual identities, including logos, color palettes, and typography.
- Developed branding concepts aligned with business values and objectives.
- Produced brand visual materials, ensuring consistency across all communication channels.

## COURSES

### GOOGLE UX DESIGN PROFESSIONAL COURSE

I completed 7 courses developed by Google, which included hands-on assessments designed to prepare me for entry-level roles in UX design. Through this program, I am able to complete the design process from start to finish:

- Empathizing with users
- Defining user pain points
- Ideating design solutions
- Creating wireframes and prototypes
- Testing designs to gather feedback

September 2024-February 2025