EMA POP

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EDUCATION

BASc: Arts and Sciences, UCL   *2021 – 2024*

- <u>Data analysis</u>: Quantitative methods modules allowed me to produce a computational analysis with geo-spatial vector mapping in Python between air pollution and happiness indices in England.
- <u>Technical writing skills</u>: I analysed the metaverse information architecture in Decentraland in the context of an architectural research module.
- <u>Product wireframing</u>: Created my own website using CSS, Java, HTML 5, Bootstrap, Ajax, SEO.
- <u>UX/UI design</u>: Developed a start-up together with the VR labs at UCL for an interactive narrative module in which students can tackle anxiety at university using breathwork and AR visuals.
- <u>Problem solving</u>: Produced a connected system using state-of-the-art technologies of IoT.
- <u>Languages</u>: Spanish and German.

Foundation Diploma, UAL Central Saint Martin's   *2020 – 2021*

- Specialised in Fine Art 4D.
- <u>Sound design</u>: Made interactive art installations and composed the sound accompanying it.
- <u>Creative direction</u>: Rendered 3D graphic collages and prints inspired by Craig Green's A/W 2019.
- <u>Producing</u>: Produced a short film about nature in lockdown that was featured at LUX.org.uk.

A-levels, d'Overbroeck's School   *2018 – 2020*

- Mathematics (A), Geography (A*), Art (A*).

EXPERIENCE

Contributor, SheFi DAO   *11/2022 – present*

- <u>Collaborative</u>: Community contributor to networking events and made collaborations between the VR labs at UCL and start-ups part of the organisation.
- <u>Market analysis</u>: Attended trading labs and financial sovereignty workshops with the 8th cohort of SheFi.

Website Tester, UserTesting   *08/2021 – present*

- <u>Information processing</u>: Generated website experience feedbacks and remote tests that power over 2,500 of the world's top brands to build better products.
- <u>User Experience</u>: Recorded on camera how much it takes users to reach the desired information and analysed eye flow for apps by publishing my live experiences with the provided interface. Written feedback was also included in each of my reports, highlighting where users would get stuck in their user journey.

Participator at Tech Circus Conferences, and London Art Fair   *01/2022 – present*

- <u>Tech trends knowledge</u>: Organising events for FinTech, Design and NFT conferences for 2,000+ people.
- <u>Proactive</u>: Participated at the 2022 Web Summit where +70,000 people attended and was present at the Women in Tech lounge where I made connections with VCs and mentors.
- <u>Data analysis</u>: Completed master-classes such as "Decoding data to decarbonise our planet" hosted by Siemens.

VR Experience Guide, Otherworld   *06/2022 – 08/ 2022*

- <u>Technical assistance</u>: Transformed NPS scores at all venues up from 65% to 90% through technical problem solving and haptics improvement for an international gaming start-up.
- <u>Customer service</u>: Improved more than 2000 customers' experience by offering live support and guidance throughout their immersion.
- <u>Product development</u>: Tested and designed the new island where every user will start their experience by going step by step through the user journey and testing for loopholes and errors.
- <u>User Research</u>: Provided key customer insights for the internal R&D team from product testing and development and drove constant cross-functional communication between the individual teams building trust between the teams.

Gallery Curator Assistant, The Prince's Foundation/Ambulanta pentru Monumente 04/2022 – 10/2022
- Public speaking: Led tours for 50+ gallery visitors for Stefan Caltia's works at the Chelsea Barracks Gallery explaining each work, the artist's journey and leading Q&A's in Romanian and English.
- Teamwork: Led communication between cross-functional teams of gallery managers, curators, and stakeholders from start to end of the exhibition (5 months).
- Accountability: Organised scaffolding equipment to be delivered and taken back after the   exhibition and helped the curator set up all the works before the exhibition and took them down after and handled the art until it was transported back to its stakeholders in Romania.

NFT Artist, Self-employed 01/ 2021 – 01/2022
- Self-starter of charity: Raised money for the Romanian Children's Relief Fund by designing an NFT collection made of 3 unique art pieces made by me.
- Donated 200GBP to the charity from raised funds.

Jury Assistant, Transylvania International Film Festival 07/2021 – 08/2021
- Leadership: Managed a volunteering team of 14 members during award ceremony for over 1000 guests.
- Event delivery: Communicated as a first point of contact for the 7 industry jury members and optimised their transport logistics by contacting local public transport companies. I also made sure the jury members were at their Q&A and other events at the right time and place.
- Identified new opportunities: Created networking opportunities for all jury members with previously unreachable film directors.
- Media management: Grew the number of Instagram accounts reached by 126% in 1 week through Instagram stories of the live festivals and behind the scenes.

Computer science course, InvestIN 08/2020 – 09/2020
- AI/ML: Experimented with Dep Learning, Machine Learning and Artificial Intelligence guided by Google engineer Alex Lloyd.
- Cyber security: Implemented penetration testing for websites and studied types of cyber threats.

Future Cities – ETH Zürich 05/2020 – 09/2020
- Urban green technology implementation: Finished 10 module online course on future implementations of information architecture and in cities.
- Advanced digital visualization: Acquired practical skills for green infrastructure implementation and digital twins and live simulations for clients.

Apply Creative Machine Learning – UAL Creative Computing Institute 06/2020 – 07/2020
- Information systems thinking: Accomplished an online course and built classification systems, and regression systems in JavaScript that created interactive visuals.
- Design thinking: Designed AI that can create visual graphics with mouse interactivity and used that design in one of the films I produced.

KEY SKILLS
- **Languages**: English (Fluent), German (Fluent), Spanish (Upper Intermediate), Romanian (Fluent)
- **IT skills**: Python, HTML 5, CSS, JavaScript, C, Foundation, React, building IoT systems, web developing, Microsoft Office, Excel, Data Analysis, Data visualization, AI, ML
- **Design skills**: Adobe XD, Cinema4D, Canva, Figma, Photoshop, InDesign, Adobe Aero, Premier, AfterEffects, Illustrator, Houdini, Sketch, Unity, TouchDesigner, 3D sound production in Reaper.