

Simona Vargas Paraschivoiu

UX Designer that loves coding

Focused on building pleasant and thoughtful experiences based on a deep understanding of people's needs and motivations. I can confidently conduct all stages of the Design Thinking process, from user research to testing.

EXPERIENCE

UIPATH | Learning Support Specialist Jan - June 2019

Support to key partners and customers. Built the reporting process for the team, generated monthly KPIs. Created internal and external help articles and FAQs. Curation of existent and creation of new training material with the Instructional Design team.

HOOTSUITE | Enterprise Support Advocate 2017 - 2018

HOOTSUITE | Customer Support Advocate 2015 - 2017

White-glove support to top Hootsuite Enterprise clients from small businesses to Fortune 500 in French, Spanish and English. Exceeded 97% customer satisfaction and 98% QA. Worked with Success Managers to help clients achieve social media marketing goals and identify cross-sell/up-sell opportunities.

MCT | Marketing Assistant Summer 2014

Collaborated with the Marketing Team in order to develop new ideas to promote the firm (website, freebies).

ComWare | Sales Assistant Summer 2013

Assist salespeople in every stage of the sales process after a few days of training.

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EDUCATION

BS User Experience Design 2019 - 2022

The Hague University of Applied Sciences, NL

BBA/MSc in Business Management 2011 - 2016

IESEG School of Management - EQUIS, AACSB, AMBA accredited, FR

Exchange semester 2016

Université du Québec à Montréal, CA

Exchange year 2013 - 2014

La Trobe University, AU

SKILLS

UX Design

User Research, UX Design, Prototyping and testing, Concept sketching, Wireframing

Tools and languages

Adobe XD, Figma, Adobe creative suite, Processing, HTML, CSS

Other

Photography, Marketing, Team work

LANGUAGES

English Full Proficiency

French Native

Spanish Native

Romanian Full Proficiency