

Over 7 years of experience in UX design and UI development, following an iterative process to align user needs with business goals. Specialized in mobile and web design with a focus on usability, visual design, and design systems.

WORK EXPERIENCE

Clever Spend – UX Designer

JUN 2024 – Present

- Managed the UX/UI design process from 0 to 1 for a fintech mobile application.
- Built a design system from scratch and implemented it in React Native for consistent, reusable UI across the app.
- Conducted market research and analyzed 10+ competitors to identify key features and user pain points.
- Reducing onboarding time by 30% and improving the user experience.

8 WEST – UX Engineer

JUL 2019 – JUN 2024

- Contributed to the design process for mobile and web applications, designing intuitive UIs for 10+ e-commerce clients.
- Worked on competitive analysis, information architecture, and user flows to shape user-centered experiences.
- Created and maintained design systems for e-commerce platforms.
- Redesigned the sign-in process, reducing steps by 40% through workflow optimization and eliminating redundancies.
- Conducted UX audits and research to improve design strategies and enhance usability for websites and dashboards.

Instascribe – UX Designer

FEB 2023 – MAY 2023

- Designed the visual experience of an AI-powered iOS app for generating social media captions.
- Worked as the sole designer to launch a new product from scratch in a fast-paced, ambiguous environment.
- Created user flows, wireframes, and high-fidelity UIs in Figma.

Softimpera – UI Developer / UI Designer

APR 2017 – JUL 2019

- Designed landing pages and e-commerce solutions for 15+ clients using Adobe XD and Sketch.
- Engineered and optimized responsive web experiences, ensuring cross-browser compatibility across devices.

SKILLS

Design	Development
Figma Miro Design System Wireframes Prototyping	HTML CSS / SASS JavaScript Tailwind Bootstrap
User Testing UX Audit User Flow IA Data Visualization	Webflow Cross-Browser Compatibility Responsive
UX Research Accessibility After Effects Lottie Notion	CSS Animations Lighthouse Version Control Tools

EDUCATION | COURSES

Informal School of IT – UX Design Certification	OCT 2019 – MAR 2020
Babeş-Bolyai University – Master’s Degree in Marketing	OCT 2016 – JUN 2018
Babeş-Bolyai University – Bachelor’s Degree in Business Informatics	OCT 2013 – JUN 2016