

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.
 - Facilitated usability tests, reducing onboarding time by 30% and improving the user experience.
 - Collaborated directly with engineering to lead UX and balance usability with technical constraints.
- 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.
 - Developed responsive, cross-browser compatible interfaces using HTML, CSS, JavaScript, Bootstrap and Tailwind.
- 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