

# ALEXANDRA CIOBĂ

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## ABOUT ME

User Experience Designer that brings an engineering, multicultural perspective and creative problem-solving approach for the creation of products and experiences people love to use.

Eager to learn new things, highly curious, attentive to details, while seeing the big picture. Motivated by challenges, thinking outside the box, pushing the boundaries of what is possible.

Particular interest in improving design teams efficiency and design systems.

Talk to me about latin dancing, cooking for others and enjoying the little things. Highly empathic person and like to believe everybody has a good heart. Can easily read a room and adapt my behaviour.

## SKILLS

Design Thinking UX/UI design  
Interaction design Design systems  
Prototyping Customer journey mapping  
Qualitative research Quantitative research  
Service design Participatory design

## TOOLS

Figma Sketch Invision  
Illustrator Photoshop

## PROGRAMMING

HTML5 CSS3 Javascript SCSS Git  
Python MySQL PHP Data processing

## EDUCATION

### MSc in Digital Media Engineering – UX focus area

Denmark Technical University (DTU)  
Sep 2018–Aug 2021

### Student Exchange Program

University of Groningen, The Netherlands  
Sep 2016–Jan 2017

### BSc in Computer Science

Politehnica University of Bucharest (FILS)  
2013–2017

## WORK EXPERIENCE

### Junior UX Designer

- Credit Suisse • Zurich, Switzerland • August 2021 – present
- Co-designed the expense tracking feature for our online and mobile banking users, to enable them better understand their spending. Conducted market research, wireframing, ideation, high fidelity prototyping, supported with testing, iterations and assisted with implementation.
  - Improved the payments experience by researching competitors, identifying pain points in the current flow, presenting design recommendations, conducting usability testing, iterating and collaborating with business and development teams.
  - Supported on mortgage related topics such as the affordability calculator or property valuation, for both internal and external clients.

### Product Design Intern

- Yova AG • Zurich, Switzerland • May 2020 – Dec 2020

- Enhanced the user experience of the impact investing platform to boost customer satisfaction and conversions in the middle and lower parts of the funnel. My top contributions were the two-factor authentication flow and making the promotional campaigns more intuitive.
- Performed UI audit and contributed to the design system development.
- Took the initiative to improve the company's internal processes. Using existing technology, I streamlined the copywriting & translation management process between designers, copywriters, translators and developers.

### Google Summer of Code Intern

- Zulip • Remote • May 2019 – Aug 2019

- Revamped the UX of the logged out pages by building a consistent design across all pages. Reengineered the login flow and UI for the GitHub SSO.
- Contributed to the chat UI, while also migrating the styling from CSS to SCSS. Upgraded my Git skills to adhere to a disciplined structure for commits.

### Google Summer of Code Intern

- Joomla • Remote • May 2018 – Aug 2018

Experimenting with the CMS administrator side of the users component, focused on managing the user access rights.

### Junior Front End Developer

- 2checkout • Bucharest, Romania • Oct 2017 – May 2018

- Developed the onboarding page and contributed to the interactive dashboard of the application.
- Besides my main responsibilities, I also negotiated terms between designers and backend developers.

## VOLUNTEERING

### UX design consultancy

- Copalaña • Zurich, Switzerland • Mar 2023

Performed a UX review, suggested improvements and redesigned parts of the Copalaña volunteering platform.

## ACHIEVEMENTS

### Quarterfinalist at Imagine Cup World Finals 2017

- powered by Microsoft • Seattle, WA, USA

Developed a non-intrusive system that aids doctors in treating depression by monitoring and predicting patients' depression severity. Led research sessions with domain specialists, and created the visual identity for the product, deTression, designed the logo, web interface, business cards and rollups.