



ALEXANDRA CIOBĂ

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ABOUT ME

Passionate about leveraging analytics to drive business insights and enhance user experiences.

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.

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.

DATA SKILLS

Data analytics Data munging
Data visualization Machine learning
Neural Networks TensorFlow Keras
Natural language processing Tableau

PROGRAMMING

Python Git MySQL PHP
HTML CSS Javascript

DESIGN & UX/UI

Design Thinking UX/UI design
Interaction design Design systems
Qualitative research Quantitative research
Prototyping Participatory design
Figma Sketch Invision Illustrator

EDUCATION

Data Science Bootcamp
Constructor Academy, Zurich, Switzerland
Nov 2023–Feb 2024

MSc in Human Centered Artificial Intelligence – UX focus area
Denmark Technical University (DTU)
Sept 2018–Jun 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

Data Science Consultant

Nestlé • Zurich, Switzerland • February 2024 – now

- Designed and implemented a customer review analysis pipeline leveraging OpenAI API, Transformers, and BERTopic frameworks to identify positive and negative topics mentioned by customers, enhancing the understanding of customer sentiment and driving actionable insights for business improvement.

Junior UX Designer

Credit Suisse • Zurich, Switzerland • August 2021 – April 2023

- Co-designed Personal Finance Management for mobile and desktop. Researched competitors, wireframed, prototyped, tested, and refined the product continuously. Enhanced international payments by identifying UX issues, prototyping solutions, conducting usability tests. Supported lead designer on mortgage-related topics for 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. Performed UI audit and contributed to the design system development.
- Improved 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

- 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.
- 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.

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.
- Successfully negotiated terms between designers and backend developers.

VOLUNTEERING

UX design consultancy

Copalana • Zurich, Switzerland • Mar 2023

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

ACHIEVEMENTS

Quarterfinalist at Imagine Cup World Finals 2017

powered by Microsoft • Seattle, WA, USA

Created deTpression, a system assisting doctors in treating depression by monitoring and predicting patients' severity. Led research sessions and developed visual identity including logo, web interface, and marketing materials.