

# ELENA ALEXANDRA CIOBÎCĂ

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## EXPERIENCE

### Google Summer of Code'19 Student

*Zulip May 2019–Aug 2019*

I improved the logged out pages and made it consistent across all pages. I solved small UI problems in the chat interface and I redesigned (UX wise) the login with GitHub. I also refactored the CSS refactoring to SCSS nesting and consistent across all pages.

### Google Summer of Code'18 Student

*Joomla May 2018–Aug 2018*

Successfully worked with a big organization that has a large codebase. I quickly got to know the coding standards and style and applied them on my tasks. Worked at the users component.

Worked with: HTML/CSS • JavaScript • Illustrator • Git

### Front End Developer

*2checkout (former Avangate) Oct 2017–May 2018*

Developed the introductory page for the new users and contributed to the interactive dashboard of the application. Successfully negotiated terms between designers and backend developers.

Worked with: VueJS • PHP • MySQL • Git

### Freelancer

*Web & Graphic Design Nov 2015–Present*

I have developed websites and online shops for various clients. In plus, I have designed logos and product labels.

Worked with: WordPress • PHP • MySQL • Photoshop • Illustrator • Git

### Intern - PHP Programmer

*eMAG (Dante International SA), Bucharest Jul 2015–Aug 2015*

Developed a live map where the orders of the shop were displayed using pins in the location where the order will be delivered.

Worked with: MapBox • JavaScript • AJAX • SQL • PHP • Git

## PROJECTS

### Student IDs System Evaluation

*Service and Work System Design Course, DTU Feb 2019–May 2019*

I was part of the analysis of the system using a combination of The Work System method and the Double Diamond. I was engaged in mapping the current process out using a system Snapshot, Swimlane Diagram, Hierarchical Task Analysis and Cognitive Ergonomics. After a post-its session we have identified the breakdowns of the system and offered a redesign solutions for both the service and the work systems involved. For the redesign we organised a co-creation workshop where we found solutions involving the crucial stakeholders.

Worked with: Work System Method, Double Diamond, Swimlane, Participatory Design

### LINC - Autonomous Shuttles System Design

*UX Prototyping Course, DTU Feb 2019–May 2019*

Using lean methods I scoped the user needs in terms of goals, activities and prioritized tasks. The methods provided a foundation for defining hypotheses that were iteratively validated as prototypes, incorporating multidevice design patterns based on the underlying microinteractions system design. I did rapid prototyping of the MVP, centered on incorporating only the most essential features, while learning from and adapting to collected data.

Worked with: Lean Canvas, User story Map, Figma, Illustrator, Prototyping, Testing

## ACHIEVEMENTS

### Quarterfinalist at Imagine Cup World Finals 2017

*powered by Microsoft Apr 2017*

We have developed a non-intrusive system that aids the doctors in treating depression by constantly monitoring the patient and predicting his depression severity using a machine learning algorithm. We developed the product in partnership with psychologists that helped us throughout the entire development process. I planned, facilitated and processed the sessions with the domain specialists and the user testings. I have created the visual identity for deTpression, designed the logo, web interface, business cards, rollups. I have implemented the user interface and developed the backend for the web server.

Worked with: User research and testing • Scala • Play • HTML/CSS • JavaScript/jQuery • Bootstrap • WebSocket • Illustrator

## EDUCATION

### Master of Science in Digital Media Engineering

*Denmark Technical University (DTU) 2018–Present*

Major subjects: UX Prototyping, UX Engineering, Cognitive Science, Design for Interaction, Personal Data Interaction, Service and Work System Design, Computational Tools for Data Science

### Bachelor of Computer Science in English

*FILS, University Politehnica of Bucharest 2013–2017*

Major subjects: Object Oriented Programming, Databases, Software Development Methods, Web Application Development, Neural Networks and Genetic Algorithms, E-Commerce.

### University of Groningen, The Netherlands

*Erasmus+ - exchange student Sep 2016–Jan 2017*

Major subjects: Web and Cloud Computing, Requirements Engineering and Software Startups, Data Science

## SKILLS

I have experience with working in teams to **brainstorm** ideas for already existing apps or new concepts. I can create **wireframes** with pen and paper or at higher fidelity level and **interactive prototypes** (using Figma and AdobeXD) with attention to **microinteractions**. I know how to **test in different stages of the process** from the validation of whether there is a problem (talking to the appropriate stakeholders), to simulated (Wizard of Oz) or real prototype testing (think aloud, A/B, measuring user performance levels). I have **front-end** and backend programming experience and I am able to smoothly interact with devs in order

• User Research, Interaction Design, Prototyping, Interviews, Surveys, Statistical Analysis, SUS, Key Driver Analysis, Participatory Design, Service and Work System Design, Hierarchical Task Analysis, Usability testing, Wizard of Oz, Personas, Customer Journey Mapping, Scenarios

• Illustrator, Photoshop

• Figma, AdobeXD

• HTML, CSS, JS, Python, Git, MySQL, PHP

## TALENTS

I have a deep sense of empathy which empowers me to create inclusive and meaningful experiences for people.