

# ALEXANDRA CIOBÎCĂ

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## ABOUT ME

I'm a multidisciplinary UX designer with passion for 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

## 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 Digital Media Engineering – UX focus area

Denmark Technical University (DTU)  
Sept 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 – 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.
- Took the initiative to improve the company's internal processes. By 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.
- Besides my main responsibilities, I also 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 Coplana 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, deTpression, designed the logo, web interface, business cards and rollups.