



# ELENA ALEXANDRA CIOBÎCĂ

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## EXPERIENCE

- **Product Design Intern**  
*Yova AG* May 2020–Dec 2020  
Currently, I improve the user experience of the impact investing platform in order to increase customer satisfaction as well as to increase the conversion rate in the middle and lower parts of the funnel. My top contribution to date is the two-factor authentication flow for the application.  
Leveraging my computer science background, I 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'19 Student**  
*Zulip* May 2019–Aug 2019  
I revamped the UX of the logged out pages by making a consistent design across all pages. I reengineered the login flow and UI for the GitHub SSO. I made contributions to the UI of the chat interface, while also transitioning the styling from pure CSS to SCSS. I upgraded my Git skills to follow a strict structure for my commits.  
Worked with: HTML/CSS • JavaScript • Illustrator • Git
- **Google Summer of Code'18 Student**  
*Joomla* May 2018–Aug 2018  
Experimenting with the CMS administrator side of the users component focused on managing the user access rights. This was my first contact with open source.  
Worked with: HTML/CSS • JavaScript • Illustrator • Git
- **Front End Developer**  
*2checkout (former Avangate)* Oct 2017–May 2018  
I developed the onboarding page for new users and contributed to the interactive dashboard of the application. Besides my official duties, I often negotiated terms between designers and backend developers.  
Worked with: VueJS • PHP • MySQL • Git • Agile • Scrum

## PROJECTS

- **Student IDs System Evaluation**  
*Service and Work System Design Course, DTU* Feb 2019–May 2019  
Redesigned DTU's student card issuing workflow using a combination of The Work System method and the Double Diamond. My duties were mapping the current process out using a system Snapshot, Swimlane Diagram, Hierarchical Task Analysis and Cognitive Ergonomics. After we identified the breakdowns of the system we organised a co-creation workshop where we defined possible solutions with the crucial stakeholders. Our final redesign is going to be implemented by DTU's International Office.
- **LINC - Autonomous Shuttles System Design**  
*UX Prototyping Course, DTU* Feb 2019–May 2019  
Using lean methods, I scoped the product by defining the user goals, activities and tasks. The extracted hypotheses were iteratively validated through prototypes. The final result incorporates micro-interactions to further deepen the user experience. Focusing only on the most essential features, I did rapid prototyping of the MVP, in order to quickly adjust the design using findings from the collected data.  
Worked with: Lean Canvas, User story Map, Figma, Illustrator, Prototyping, Testing

Find more projects on [www.alexandraciobica.com](http://www.alexandraciobica.com).

## 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, AdobeXD, InVision) with attention to **microinteractions**. I know how to **test in different stages of the process** from assumptions validation (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 to build ideas together.

- 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, Personas, Customer Journey Mapping, Scenarios, Lean UX
- Illustrator, Photoshop
- Figma, Sketch, AdobeXD
- HTML, CSS, SASS, JS, Python, Git, MySQL, PHP

## EDUCATION

- **Master of Science in Digital Media Engineering**  
*Denmark Technical University (DTU)* Sept 2018–Aug 2021  
Major subjects: UX Prototyping, UX Engineering, Cognitive Science, Design for Interaction, Personal Data Interaction, Service and Work System Design, Computational Tools for Data Science, Social Graphs
- **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
- **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.

## ACHIEVEMENTS

- **Quarterfinalist at Imagine Cup World Finals 2017**  
*powered by Microsoft* July 2017  
We 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. Partnering with psychologists helped us with domain knowledge throughout the entire development process. I planned, facilitated and processed the sessions with the domain specialists and the user testings. I created the visual identity for deTpression, designed the logo, web interface, business cards and rollups.  
Worked with: User research and testing • Scala • Play • HTML/CSS • JavaScript/jQuery • Bootstrap • WebSocket • Illustrator