ELENA ALEXANDRA CIOBÎCĂ

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EXPERIENCE

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

Freelancer
Web & Graphic Design Nov 2015–Sept 2017

Designed logos and product labels. Developed and deployed websites.
Worked with: WordPress • PHP • MySQL • Photoshop • Illustrator • Git

Intern - PHP Programmer
eMAG (Dante International SA), Bucharest Jul 2015–Aug 2015

Developed a live map of the orders delivery points for the largest online retailer in Romania.
Worked with: MapBox • JavaScript • AJAX • SQL • PHP • Git

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.

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 Desing, 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.

SKILLS

I have experience with working in teams to **brainstorm** ideas for already existing apps or new concepts. I can 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 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 rogramming 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, Usablity testing, Personas, Customer Journey Mapping, Scenarios, Lean UX

- Illustrator, Photoshop

- Figma, AdobeXD

- HTML, CSS, SASS, JS, Python, Git, MySQL, PHP

ACHIEVEMENTS

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