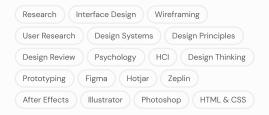
Alin S. Moisa (he/him)

Bucharest, Romania

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alinmoisa.com ↗ Linkedin ↗

Skills



Education

2021-2023 - Bucharest, RO

UX Design

The Interaction Design Foundation

2011-2015 - Bucharest, Romania

Computer Technology

Technology School "Traian Vuia"

Languages

Romanian - Native or Bilingual Proficiency English - Professional Working Proficiency

Certifications

Issued Aug 2022

Product Management Series

Product Evolution

40+ hours

Product Mindsets, Product Insights, Product Strategy, Product Metrics, Product Discovery, User Stories & Prioritization.

Courses

Issued Mar 2021

UX Design

Process Masterclass

40+ hour

Business objectives, design thinking, user-centered design, structure, hierarchy, grids, typography, prototyping, visual design concepts & more.

Issued Sep 2023

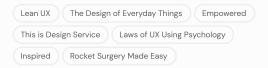
Product Psychology Masterclass

Humane Design

20+ hours

User behaviors, B.I.A.S. framework, business goals, product decisions.

Books read



Work Experience

Web Designer | UX/UI Designer

SeedBlink (5 months+)

At SeedBlink, I worked mainly on the website, marketing materials, and developing a design system for their fundraising and equity platform.

- Worked intensively for three weeks to integrate the equity product into the SeedBlink website, ensuring the new features were aligned with the company's brand and goals.
- Developed wireframes and interactive prototypes for the new pages and user flows, validating the design through feedback sessions and user testing.
- After the launch of the new features, observed a decline in website traffic. Conducted a detailed analysis of
 user sessions using tools like Hotjar to identify friction points and problem areas.
- Implemented significant improvements for example to the menu structure and sections to optimize navigation and enhance user experience.
- Adjusted and tested new page designs to offer a more intuitive experience and facilitate quick access to important equity opportunities information.
- Continuously monitored website performance post-launch and implemented further adjustments based on analytical data and user feedback.

UX/UI Designer

Totalsoft (2 years)

At Totalsoft, I worked mainly on a Financial Leasing product, with over 4 big clients and 10,000 active users. TotalSoft is one of the most important providers of business software systems (ERP, HCM, CRM as well as integrated solutions) in Central Europe.

- Worked with a diverse, multi-faceted team of designers, engineers, and product owners to deliver the best solutions for financial services companies.
- I created a new design system from scratch for the web application and redesigned the entire application according to the new design system.
- I worked closely with the Product Owner, providing support whenever needed through clear communication.
- Developed, tested new products from scratch, conducted user research, created user personas, developed wireframes and prototypes.
- Information architecture, wireframes, user flows, research, competition analysis, user interviews, UI design, prototyping, angular, html & css.

UX/UI Designer

TM Digi (1 year 10 months)

At TM Digi, I was tasked to refine and update the existing website and design components into Figma and to come up with new solutions for missing pages, flows and components, and test them.

• Design system, design thinking, brand workshops, research, UI design.

Junior UX/UI & Visual Designer

Ventivo (2 years 2 months)

At Ventivo, I managed all aspects of design, including website, branding, marketing assets and worked on different client projects.

- Branding, brand workshops, pitch deck, research, testing.
- Ensured brand consistency across all channels and developed creative concepts, icons, concepts, and brand guidelines spanning over 100 pages.

Junior UI Designer & Visual Designer

Modex - Blockchain (4 months)

At Modex, I worked with a diverse, small team of designers to deliver the best services for the company.

• Ensured brand consistency across all channels and developed creative concepts, icons, infographics.

Junior Graphic Designer

WOPA (11 months)

Graphic Designer & DTP

Sedra Advertising (1 year 8 months)