

Alin S. Moisa (he/him)
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Skills

Research

Interface Design

Wireframing

User Research

Design Systems

Design Principles

Design Review

Psychology

HCI

Design Thinking

Prototyping

Figma

Hotjar

Zeplin

After Effects

Illustrator

Photoshop

HTML & CSS

Education

2021-2023 – Bucharest, RO
UX Design
The Interaction Design Foundation

2011-2015 – Bucharest, Romania
Computer Technology
Technlogy 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+ hours
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

Lean UX

The Design of Everyday Things

Empowered

This is Design Service

Laws of UX Using Psychology

Inspired

Rocket Surgery Made Easy

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)