

SENIOR PRODUCT DESIGNER

SUMMARY

I'm a Product Designer who works at the intersection of business, user experience, and human psychology to understand and translate business goals into solutions that help a company succeed and provide its customers with solutions to their unmet needs.

My approach to design is driven by accessibility, user centricity & data - three pillars that help building great products, solve users' problems and enable businesses to become sustainable.

EDUCATION

CAREER FOUNDRY

2018 - 2019

UX | UI & Voice Design

POLITECHNICA UNIVERSITY

2012 - 2014

MS Information Engineering
& Computer Science

POLITECHNICA UNIVERSITY

2008 - 2012

BS Applied Electronics,
Telecommunications &
Information Technology

WORK EXPERIENCE

Product Designer

Earnd - London

03/2020 - 07/2020

Earnd Rebrand App + Payroll Provider App Integration

- Led the end-to-end design process of Earnd Web app integration with a Payroll Provider & rebranded the mobile Earnd app
- Collaborated closely with a UX researcher, Product & Engineering teams to translate research insights into design solutions that serve both users & business goals
- Worked closely with the UK/AUS & US teams to develop a coherent design system & design principles

Senior UX/UI Designer

BCR Erste Group - Bucharest

07/2019 - 10/2019

eToken Redesign - George app

- Lead the end-to end UX process from concept to implementation, facilitating design sprints & advocating for UX practices amongst design/engineering/ business teams
- Conducted UX Research to understand how people sign & authorise transactions, uncover user needs and technical / business constraints
- Turned Research insights into strategic drivers building Personas, & User journey maps that inform the app's redesign strategy, new user flows and features
- Used Prototypes to validate design decisions via A/B & Usability testing

Analytics Digital Lab

- Worked closely with Product Mgr, Business & Sales team to understand the landscape of the existing cross-sell process and identify pain points sales agents are faced with
- Alongside UX Researcher, conducted in person-interviews in branches to understand how sales agents use the current software tools to build customer profiles and sell products

SKILLS SET

- **Strategy:** Design thinking, Design sprint facilitation, Lean UX, Concept Development.
- **Research:** User | stakeholders interviews, usability & A/B testing Personas & Information Achitecture
- **Design:** Wireframing, Prototyping, Interaction Design

TOOLS I USE

- Sketch, Figma
- Invision, InDesign,
- Principle, Flinto
- draw.io, Balsamiq
- Abstract, Zeplin
- Webflow, Adobe XD
- Slack, Trello

SELF TAUGHT ON

- HTML
- CSS
- WEBFLOW
- CSS FLEXBOX
- MySQL
- Linux
- Any design tool I use

OTHER SKILLS

I am multilingual and can speak English, Spanish, Italian, Romanian, and I am also learning Dutch.

- Used qualitative Research data to build Personas that outline sales agents' needs & feed the machine learning model developed by data science & engineering teams
- Conducted research & usability testing that informed product's new features/architecture & design decisions

Freelance/Contractor Product Designer

Freelance Project

09/2016 - Present

Amazon Alexa recipe skill

- Conducted competitive analysis to understand the voice assistants market & existing apps that use voice technology
- Used behavioural & research data to build Personas and to understand how users interact with voice assisted devices
- Designed the information architecture, initial code & voice scripts of the recipe app based on research data
- Collaborated with a developer to improve the back-end code of the app

Release Implementation Manager

KPN - Amsterdam

06/2018 - 12/2018

Future of Mobile Project

- Stakeholder coordination of the cross - functional Release process over multiple projects (migrations, monthly releases, application upgrades) for a web platform serving over 2 million subscribers
- Simplified the end-to end implementation process reducing the implementation time by 20%, through collaboration with QA, Engineering & Solution Architecture teams,

Technical Services Manager

Huawei Technologies - Amsterdam

11/2015 - 05/2018

CCBS 2.0 Telfort Project

- Oversaw the implementation of 30 + upgrade projects, feature changes, and maintenance projects for a 2 million users web platform
- Worked closely with Technical, Business stakeholders & SA team mapping business goals & user needs and managing the Agile process to maximise value delivery for each implementation