Andrei Balasoiu

Senior UX/UI Designer

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About me

I'm a multi-disciplinary Product Designer, specialising in UX design and visual development. Currently Senior UX/UI Designer @ In2iT Creative Lab.

Experience

User Experience Designer @ In2iT Creative Lab

Mar 2021 – Present

Led multiple projects, overseeing their entire lifecycle from discovery to development handoff. Projects varied in scope from visual updates to the exploration and creation of new features and processes.

Product Designer @ Smart Soft Power

Dec 2019 – Mar 2021

Identified gaps and opportunities in the architectures, features, user journeys, and processes of internal software platforms for Catena, delivering scalable solutions for complex designs and technical issues.

Developed long-term design implementation strategies that aligned teams with a cohesive product vision.

Product Designer @ Quart Creative Agency

Aug 2018 – Dec 2019

Projects-based experience; rapidly designing, prototyping, and building software applications.

Gamification and UX @ Gentlab

May 2018 – Aug 2018

Enhanced Knolyx's entire user experience and gamification process, which received the second-highest user experience rating globally on eLearningIndustry.

Freelance Product Designer

Jan 2012 – Aug 2018

Skills

Wireframing	UX Design
Prototyping	UI Design
Framer	Web Design
User Research	Interviews

Interests

3D Modelling	Gaming
Motion Graphics	Cars
Programming	Reading
No Code Tools	eSports