



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 freelancing as **Senior UX/UI Designer**.

Experience

Freelance UI/UX Designer

Jan 2014 – Present

Decided to open up my own studio and pursue my passion as a freelance designer.

Senior UI/UX 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.

A few projects that I worked on are:

- The new fancourier.ro
- Arnia.com
- Techtalent.ro

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 for Catena Group – warehouse department.

Product Designer @ Quart Creative Agency

Aug 2018 – Dec 2019

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

Worked on projects ranging from Social Media to Website UI/UX for:

- Pescariusports.ro (website interactive map and social media page)
- Ideall.ro (newsletters)

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.

Worked on the following projects:

- Knolyx.com (Gamification and eLearning user experience)

Skills

Wireframing
Prototyping
Framer
User Research

UX Design
UI Design
Web Design
Interviews

Interests

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