

A man with short dark hair, wearing a blue patterned sweater over a collared shirt, is shown in profile from the chest up. He is pointing his right index finger towards a large whiteboard or wall covered with numerous yellow and pink sticky notes. The background shows a modern office environment with large windows and a computer monitor displaying a presentation. The image is partially obscured by a large, semi-transparent white circular graphic on the right side.

Andrei Vidaicu

Senior UX/UI Designer

andreividaicu.com

Hi there,

I currently as a Senior UX/UI Designer in the Tech Enablement Team, working on the NSW Design System – collaborating with teams, helping deliver consistent user experiences for the residents of NSW.

Over the course of my career I have built a comprehensive set of skills that enable me to be highly effective at what I do.

I'm an ambitious and curious individual, always seeking innovative technology and processes to further my craft.

In my day to day I immerse myself to creating user interfaces that are easy to learn and remember, maintain consistency – that drive design decisions based on the needs of people, business requirements and the possibilities of technology.

I prioritize collaboration over individual work, and I believe the absolute best way to do meaningful work is to do it with others.



Key skills:

- Design systems thinker
- UX research planning
- User interface design
- Inclusive design principles
- Collaboration and communication
- Growth mindset

Current

Experience



Senior UX/UI Designer - NSW Design system

NSW Department of Customer Service | 8 months

Core responsibilities -

- Design, maintain and support the NSW Design System Figma UI Kit.
- Building context through UX research.
- Evaluating designs through usability testing.
- Analyzing trends and themes and presenting findings to cross functional teams.
- Create component usage and guidelines, and documentation.
- Encourage engagement, and assess user feedback on the NSW Digital Community to refine the design system.
- Collaborate closely with our design system partners to ensure consistency and alignment with the NSW brand.
- Promote the adoption and presence of the design system within the government.

Previous

Experience



UX/UI Designer/ Front-End Developer

Study Group | 2011 - 2023

Core responsibilities -

- Designing web based applications that meet W3C Accessibility Standards.
- Analyzing trends and themes and presenting findings to cross functional teams.
- Identify and prioritize achievable outcomes required for the MVP and future releases.
- Create style guides and contribute to a larger design system.
- Contribute to help and improve UX writing, tone of voice.
- Guide other non-technical designers into how to design for online medium.
- Deliver solutions and meet objectives in a fast-paced environment switching between tasks in high-pressure situations.
- Developing web based Javascript applications (Angular).
- CMS maintenance and support.

Previous

Experience

Website designer/ developer

Express Media Group | 2009 - 2011

Core responsibilities -

- Drupal CMS theming, design and development.
- CMS maintenance and support for 20+ websites ranging from lifestyle, motoring and craft.
- EDM template design.

Print designer, Pre-press operator

Various | 2004 – 2009

Core responsibilities -

- Large format print design, exhibit signage, stationary design, editorial design, branding, photo retouching and restoration.

Education

Advanced Diploma of Graphic Design (Visual Communications)

Hornsby TAFE | 2000 - 2003

You can find detailed case studies at:
andreividaicu.com

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