

# Calin Leordean

774 444 2662 | calinleordean@gmail.com

<https://calinleo.github.io/cl/>

UX/ UI | PRODUCT DESIGNER | FRONT-END DEVELOPER | VISUAL DESIGNER

## Skills and Software

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| - UX/UI Design, Figma, Sketch, AdobeXD        | -  |
| - Desktop & Mobile Layouts                    | - Vuejs, React, Angular 8, AngularJS,    |
| - JavaScript, NodeJs, NPM, CLI,               | - .Net, C#, ASP MVC, TFS version control |
| - Ajax, jQuery, VS Code                       | - Git, RESTful API, Postman, JSON        |
| - Front End Development (Vue, React, Angular) | - SQL queries, Entity Framework          |
| - HTML5, CSS3, SASS,                          | - WordPress, PHP, Custom Post Types      |
| - Bootstrap, Tailwind CSS                     | - IBM Carbon Design System,              |
| - Vuetify, Primevue libraries                 | - Google Material Library                |
| - Adobe Creative Suite, Photoshop,            | - A/B Testing, URL Split Testing (VWO)   |
| - Illustrator, Miro board, Wireframing,       | - Photo Retouching & Composition         |
| - Balsamiq, Jira, Agile, Kanban, MS Teams,    | - Illustration, technical and stylized   |
|   | - Advanced Color Correction              |

## WORK EXPERIENCE

### GEODE CAPITAL MANAGEMENT

1/2022 - 4/30/2024

#### Product Designer / UX/UI Designer

- Developed wireframes, prototypes, and visual designs to communicate design concepts and user flows
- Conducted user research, usability testing, and gathered feedback to inform design decisions wireframes, collaborated with stakeholders to gather requirements and translate them into interactive wireframe models
- Ensured a consistent and cohesive user experience across the application by creating and maintaining design systems.
- Worked closely with product managers, developers to ensure design feasibility and implementation of design concepts as well as alignment with business goals.
- Facilitated design reviews and presented wireframe concepts to cross-functional teams, incorporating feedback to refine design.

### PLYMOUTH ROCK ASSURANCE

8/2019 - 12/2022

#### UX/UI Digital Designer

- Created customer journey map, wireframes, researched users behavior on a site using tool such as VWO, Instapages and Usertesting.com
- Used Adobe Creative Suite such as Adobe XD , Photoshop Illustrator & InDesign
- Created an interactive address look-up tool using Google Street API and Google Geolocation API
- Worked closely with multiple departments - marketing , IT, legal business analysts, managers and CEO to bring the project to completion

### GRANITE TELECOMMUNICATIONS

2/2016 - 7/2019

#### Front End Web Developer

- Created customer facing web pages and internal web applications for the company using MVC C Sharp and .Net utilizing front-end technologies such as Bootstrap, jQuery HTML CSS3, JavaScript and AngularJS/Angular 6+
- Created wireframes, graphics, icons and visual assets for UI development
- Assisted software developers with front-end visual solutions and ideas through creating UX design, wireframe mockups and prototypes.
- Consumed Restful API to handle CRUD functions using Postman

**MAGELLAN JETS**

10/2015 - 2/2016

**Front End Web Developer / Graphic Designer**

- Drove Magellan Jets brand strategy by creating digital and print marketing materials for website including web pages, whitepapers, promos, brochures, email templates, images, icons, ad banners, etc.
- Edited and coded webpage layouts in WordPress and HubSpot using Javascript, HTML5/CSS3
- Created wireframes, storyboards, user flows and site maps to effectively communicate interaction and design ideas
- Determined technical requirements, created back-up files, and solved code problems
- Maintained site appearance by developing and enforcing content and display standards
- Established and maintained links and ranking within search engines

**NUANCE COMMUNICATIONS**

4/2015 - 9/2015

**User Interface Visual Designer – Mobile UI iOS & Android**

- Created mobile interface mock-ups and templates for the development team
- Created icons and web assets
- Standardized, indexed and saved web assets for various devices mostly for iPhone and Android users
- Attended brainstorming sessions and conducted user personae analysis for the mobile application
- Created wireframes in Omnigraffle and described the flow and functionality of the applications keeping in mind usability, utility, simplicity and elegance.
- Kept track of the progress using Jira software.

**THE CREATIVE GROUP / ROBERT HALF INTERNATIONAL**

6/2014 – 4/2015

**Freelance Graphic / Web Designer**

- Created diverse projects for the The Creative Group Company and other Staffing Company's customers such as direct mail designs as well as web design projects, mail newsletter templates, web developer projects, CSS3 and HTML5 coding.

**REEBOK INTERNATIONAL LTD.**

3/2006 – 6/2014

**RVS Designer (Remote Visual Designer) - In house design agency**

- Created footwear images out of photo parts to give an idea and a visual look of the finished product instead of developing the sample saving the company a significant amount of money and time
- Implemented change of colors and/or materials for the sample provided as requested by Design Department or Marketing Department
- Prepared the images shot by the photographer for printed catalogs and/or web sites as requested
- Utilized Adobe Photoshop, Illustrator and Adobe InDesign
- Created visual look of shoes for the Alicia Keys project
- Created web site wireframe , email campaign, design components and icons

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**EDUCATION**

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**Google UX Design Professional Certificate** - Online Certificate (2024)**Google AI Essentials** - Online Certificate (2024)**Master Certificate in Digital Multimedia & Graphic Design** - Clark University (2006)**Bachelor's Degree & Master's Degree in Mechanical Engineering**

“Gh. Asachi” Technical University (1995)