

Calin Leordean

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AI Enthusiast | Front End Developer | UI/UX Designer | Product 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, Illustrator, Miro board, Wireframing, | - A/B Testing, URL Split Testing (VWO) |
| Balsamiq, Jira, Agile, Kanban, MS Teams, | - Photo Retouching & Composition |
| | - Illustration, technical and stylized |
| | - Advanced Color Correction |

WORK EXPERIENCE

GEODE CAPITAL MANAGEMENT

1/2022 - 4/30/2024

Product 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 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

- 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 SEO

NUANCE COMMUNICATIONS

4/2015 - 9/2015

User Interface – 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

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

EDUCATION

Google AI Essentials - Certificate
Coursera (2024)

Online Courses on UX/UI & Front-End Web App Development (ongoing)
Udemy.com, Vuemastery.com, Educative.io, Udacity.com

Master Certificate in Digital Multimedia & Graphic Design
Clark University (2006)

Master's Degree in Mechanical Engineering
"Gh. Asachi" Technical University (1995)