

Elena Ispas

UX/UI Designer

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WORK HISTORY

UI/UX Designer, Full-time Hybrid: Paradigm, Virginia Beach, VA, October 2023 - Present

- Design a B2C mobile-responsive website for the government, projected to generate millions of dollars in revenue, with a focus on user engagement and satisfaction.
- Collaborate closely with the Business Analyst (BA) to develop comprehensive business requirements, user stories, and acceptance criteria, resulting in clear and actionable guidelines for the project, achieving a 95% approval rate from stakeholders in the first review.
- Provide leadership by training and mentoring junior designers, fostering skill development and a collaborative team culture.
- Create mid and high-fidelity wireframes and prototypes, ensuring a seamless and intuitive user experience across all devices, which leads to a high user satisfaction score.
- Coordinate effectively with full-stack engineers for a seamless developer handoff, maintaining design integrity and reducing the error rate in handoffs to below 3%.
- Utilize industry-standard tools like Figma, Azure DevOps, Confluence, and Jira for efficient project management and collaboration, streamlining workflows and improving team productivity.

UX/UI Designer, Contract: Linkhut, Remote, September 2022 - October 2023

- Lead and inspire a team of five designers in the successful overhaul of a mobile-responsive SaaS bookmarking website extension, applying knowledge of current best practices, accessibility standards, and agile methodology to enhance user experience and achieve product goals.
- Enhance user experience and engagement within an active SaaS project by delivering precise design assets, comprehensive documentation, and seamless integration support to the development team.
- Communicate with cross-functional teams to shape design strategy, perform competitive analysis to maximize design functionality, compose heuristic evaluation, and revamp UI and illustration based on user experience.
- Apply information architecture techniques to enhance interactions and optimize user flows, enhancing usability and increasing user satisfaction through improved navigation and heightened user engagement.
- Prioritize and streamline design processes, enabling seamless communication and rapid iteration through incremental prototyping using tools like Figma.
- Partner with stakeholders and developers to grasp constraints, align with the business vision, discern user needs, and analyze the competitive landscape, all aimed at amplifying user engagement.

UX/UI Designer, Contract: Bcombs, Remote, December 2021 - September 2022

- Collaborate with five designers to redesign a mobile-responsive website for a CRM SaaS software company, resulting in a user-friendly and engaging website that enhances the overall online experience, increasing user engagement and conversion rates by 15%.
- Driving smooth UI transition to the development team, ensuring timely delivery of specialized platform aiding youth and family service nonprofits.
- Implement design patterns, typography, color schemes, and accessibility guidelines for a cohesive and inclusive user experience throughout the website.
- Develop intuitive wireframes and mockups based on user research and design principles, effectively communicating the brand's messaging and value proposition.
- Design intuitive admin user dashboards to monitor and manage users, enhancing the platform's usability and providing efficient user management solutions.

UX/UI Designer, Contract: Drams Tech, Remote, August 2021 - December 2021

- Implement agile development, facilitating efficient incorporation of feedback through iterative cycles to improve B2C mobile app prototype with user flow testing, gaining actionable insights for enhancements.
- Advocate for user-centered design solutions leveraging usability testing, research findings, and UX best practices.

- Conduct vital usability testing and user research using UserTesting.com, steering design choices towards an enhanced, user-centered journey that boosts satisfaction and engagement.
- Analyze user feedback and testing data to derive actionable insights, informing design decisions and significantly enhancing the application's user experience.
- Create and maintain a design system for a consistent and polished user interface, fostering streamlined development processes.

Dental Assistant, Full-time: B. David Breininger, Virginia Beach, March 2021 – August 2021

- Enhance patient satisfaction and trust by actively observing and empathizing with patients, applying user-centered approach to deliver personalized care during chairside assistance.
- Ensure accurate and efficient record-keeping by proficiently navigating digital dental software systems like Dentrix or Eaglesoft to manage patient information, appointments, and treatment plans.
- Collaborate with dental professionals to develop and implement infection control protocols and maintain a safe environment, prioritizing the health and well-being of patients and staff.
- Expertly craft dental molds to assist in accurate diagnostics and treatment planning, contributing to a 20% reduction in rework and improving treatment outcomes.

Keyholder, Full-time: Abercrombie & Fitch, Virginia, Norfolk, March 2018 - March 2021

- Integrate user-centric visual merchandising, resulting in heightened engagement and increased sales by implementing empathetic strategies.
- Lead sales team, surpassing quarterly targets by 10-20%, fostering high performance.
- Train and mentor associates, increasing team-wide employee retention by 80%.
- Apply a user-focused approach and strategic insights to achieve a record-breaking sales day of \$20,000, surpassing performance benchmarks and outperforming other stores nationwide.
- Revamp inventory management procedures, minimizing stock discrepancies by 25%, ensuring accurate product availability, and optimizing customer satisfaction.

Sales Associate, Full-time: Sador S.a.s. Di Varutto Massimo & C, Italy, Venice, January 2014 - October 2015

- Deliver outstanding customer service in six languages, harnessing language fluency and cultural competency skills to elevate engagement, boost revenue generation, and enhance customer satisfaction.
- Demonstrate continuous improvement in product knowledge, boosting customer confidence.
- Surpass sales goals with effective cross-promotion, leading to a 20-30% purchase surge.
- Expand daily revenue from 300 to 1500-2000 euros, driving overall business growth.

EDUCATION

UX/UI Foundations Certificate / Avocademy

Practical Dental Assisting of Virginia Beach, Virginia

General Studies Associate's Degree (partial) / Tidewater Community College, Virginia

SKILLS

Research: Competitive Analysis, Heuristic Evaluation, User Stories, User Interviews, User Flows, Screener Survey, Usability Test, Persona Development, Journey Map, Site Map, User Research, Interaction Design, Design Thinking, Accessibility Research, Information Architecture

Design: User Interface Design, User Testing, Prototype, Human-Centered Design, Interaction Design, Wireframe, Style Guide, Design System, HTML, CSS, Responsive Design, Mobile App Design, Product, iOS, Interfaces, Redesign, Mock-up, Web Accessibility Design, Information Visualization, UX Design, Product Design, UI/UX

Tools: Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Miro, Sketch, Jira, Indesign, UserTesting.com

Soft Skills: Communication, Collaborative, Time Management, Adaptability, Problem-Solving, Critical Thinking, Empathy, Volunteered, Decision Making, Multitasking, Ideas, Agile Methodology, Leader, Confident, Collaborative, Adaptable, Detailed Oriented, Scrum, user Advocacy, Continuous Learner, Creativity, Solve Complex Problems

Languages: Romanian, English, Italian, Spanish, Portuguese, French