



# Eugenia Balan

## UI designer

### Contact

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### UI/UX Skills

UI/visual design	Design thinking
UI animation	Design processes
App design	Design systems
User journeys	User-centered design
User personas	Product design
Style guides	Competitor analysis
Wireframing	Usability testing
Prototyping	Branding

### Software

Sketch	Principle
Figma	Balsamiq
inVision	Flinto

### Education

04.02.21 - current

#### Career Foundry

Intro to UI design certificate  
UI Immersion certificate  
Fronted development for designers

01.10.2021 - 08.10.2021

#### Udemy

Graphic Design Theory course

01.10.2014 - 25.07.2016

#### University "Babes Bolyai", Cluj

Master of health & clinical psychology

01.09.2009 - 10.06.2013

#### University "Ion Creanga" Chisinau

Bachelor in Educational Science

### Languages

German: fluent  
English: fluent  
Russian: conversational  
Romanian: native

Educator turned UI designer, with a background in understanding human behavior and applying psychology skills to meet their needs. Specialized in creating clean, elegant and functional responsive UI designs to give users a delightful experience.

### UI/UX Projects

#### Pocket Advisor, Money-Saving App

12.2021 - 01.2022

- Designed a money-saving responsive app using the design thinking process.
- Conducted competitor analysis, created user flow, low to high fidelity wireframes. Performed user testing and analysed data to iterate designs.

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#### EasyCooking, Responvise Recipe App

07.2021 - 10.2021

- Applied a user-centered design process to design a responsive web app for the users who want to cook easy and healthy food.
- Conducted competitor analysis, user research, A/B testing. Created user personas, user flow. Established the JTBD & MVP. Created a style guide, low to high fidelity wireframes and final UI design.

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#### Connecting Ideas, iOS & Android of a Mobile App

10.2021 - 11.2021

- Adhered to Human Interface Guidelines and Material Design to design a mobile app for educators to find rapid craft ideas and inspire each other.
- Created user flow, low to high fidelity wireframes for iOS and Android. Prototyped of the iOS & Android UI, conducted usability testing and implemented the data to iterate the fainal UI.

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#### Vintage Clothing, iOS Native App

08.2021 - 10.2021

- Designed a native iOS app based on the design principles and heuristics.
- Conducted competitor analysis, created user flow, low to high fidelity wireframes, created a moodboard and the final UI design.

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### Work Experience

#### Kindergarten "Kindergut" & "Am Hasnbuckl" Nuernberg

07.01.2020 - now

Educator

- Worked with a group of 21 to 26 children from 1 to 6 years old to achieve daily an educational progress together.
- Worked on the educational issues with parents to improve the communication between them and their children.
- Led a small team of 3 people to achieve daily productivity and create a harmonious atmosphere at work.