



# Eugenia Balan

## UI/UX Designer

balan.eugenia.ui@gmail.com (+49) 173 167 4988 Nuernberg, Germany



### UI/UX SKILLS

#### Methodology

Design Thinking Process  
User-centered Design  
Lean UX Design

#### Research

Competitor Analysis (SWOT, UX analysis)

User Interviews  
User Personas  
User Journeys  
User Flows

#### Design

Gestalt Principles  
Usability Heuristics  
Wireframing  
MVP (Minimum Viable Product)  
JTBD (Jobs to be Done)  
Visual Design  
User Interface Design  
Style Guides  
Mood Boards  
Branding  
User Interface Animations  
Basics of HTML  
Advanced CSS for Designers

#### Usability Testing

A/B Preference Testing  
Scenario-based Usability Testing  
Jakob Nielsen's Rating Scale  
  
Tools  
Sketch  
Figma  
Marvel  
inVision  
UsabilityHub  
Principle  
Flinto  
Balsamiq

### EDUCATION

#### 04/2021 - now

Certified UI designer

Career Foundry, Germany  
Intensive training program for UI designers, specializing in UI and UX processes and methodologies, in visual and interface design and Frontend Development for designers.

#### 06/2021 - 10/2022

Online Graphic Design Theory Course  
Udemy  
Learned the basics of the graphic design and how to apply the graphic design into the interactive design.

#### 10/2014 - 07/2016

Master in Health and Clinical Psychology  
University "Babes-Bolyai", Romania

#### 09/2009 - 06/2013

Bachelor in Educational Sciences  
University "Ion Creanga", Moldova

### LANGUAGES

Romanian - native  
English - fluent  
German - fluent

### UI/UX DESIGN PROJECTS

#### Pocket Advisor, iOS Money-saving Mobile App

12/2021 - 01/2022

- Developed a money-saving app from the exploration and research, to ideation, prototyping, user testing and final UI design.
- Conducted competitor analysis, created user flow, formulated the problem and the solution.
- Created the low- and mid-fidelity wireframes, conducted usability testing and implemented the feedback into the high-fidelity wireframes.
- Defined a style guide, branding to create the final visual design based on the latest Human Interface Guidelines for iOS.

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#### EasyCooking, Responsive Recipe Web App

07/2021 - 10/2021

- Developed a responsive web app using the steps from the design thinking process.
- Conducted competitor analysis, user interviews, user research, created user personas and user journeys, established the MVP and JTBD.
- Created low- and mid-fidelity wireframes.
- Conducted scenario-based usability testing and implemented the feedback into the high-fidelity wireframes.
- Created a style guide and the final UI design.

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

10/2021 - 11/2021

- Adhered to Human Interface Guidelines and Material Design to design a mobile app for people working in education.
- Conducted competitor analysis and user research.
- Created the user flow, low and mid fidelity wireframes.
- Conducted scenario-based usability testing and implemented the feedback into the high-fidelity wireframes.
- Created a style guide and iterated the final UI design.

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#### Vintage Clothing, iOS Native App

08/2021 - 10/2021

- Designed an e-commerce iOS native app based on the design heuristics.
- Conducted competitor analysis.
- Created the user flow, low- and mid-fidelity wireframes.
- Created a mood board and a style guide.
- Determined the final visual design direction and created the final UI design.

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### WORK EXPERIENCE

#### Kindergarten "Kindergut" & "Am Hasnbuckl" Nuremberg

01/2020 - 03/2022

- Worked with an intercultural group of 20 to 26 children from 1 to 6 years old to achieve daily educational progress together.
- Achieved this goal through keeping a tight collaboration with the parents and team colleagues.
- Kept a record on every child's development through registering the educational progress in the portfolios and job-related documents.
- Collaborated with the kindergarten psychologist on the educational issues for children with special needs and achieved the goal of integrative education through offering them activities related to their needs.
- Organized extracurricular trips with the children and their parents in the local areas with a cultural meaning. Achieved this educational goal through communicating in advance with the parents and organising the trips with the colleagues in advance. Got big recognition from the parents, children and kindergarten superiors for the initiatives.
- Wrote pedagogical projects and concepts. Achieved the best results through an efficient communication with the colleagues. Thanks to the team effort, we contributed to 15% increase of children in the kindergarten.
- Led a group of 3 colleagues for three months to achieve the common goal of creating a harmonious working atmosphere and efficient communication. Achieved this goal through creating a strong continuing connection.
- Enrolled in the further educational (Saturday-based) program "Early childhood development" and completed it until the end of the job contract.