monica ionescu

ux | ui designer

Linkedin Profile: https://www.linkedin.com/in/monicaionesc/
Behance Portfolio: https://www.behance.net/monicaio

about

Empathetic UX | UI Designer, always aiming to self-improve and learn more, with the aspiration to design meaningful products that help users meet their needs.

I'm always looking for easy solutions to user experience problems and to enhance people's interaction with products, while also understanding the importance of business requirements and values.

I have a strong UX | UI background in designing digital products and I work well in both team and self-directed capacities. I'm driven to design not just for the eye-candy visuals, nice typography and colors, but for everything that goes in the background.

Proven experience in
• Designing interfaces for both mobile and web applications
• Solving problems for complex products that ease and anticipate the user's interaction
• Creating design systems and visual guidelines
• Wireframing and prototyping
• Collaborating with cross-functional engineering teams
• Branding and concept development
• Visual design and typography

My technical strengths include tools like:
Sketch, Invision, Balsamiq, Adobe XD, Marvel, Figma, Axure, Photoshop CC, Illustrator CC, Jira, Confluence
OS: MacOS (prefered), Windows

monisse.designs@gmail.com
(+40) 722839441
Bucharest, Romania

experience

UX | UI Designer | Bitdefender

Jul 2019 - Present

Bitdefender is a global cybersecurity and antivirus software company that develops and sells security products and services. As a UX and UI Designer my works consists of:
• Work on new and existing core products and features, while finding the best design solutions to UX problems
• Enhance user's interaction with business products while conducting all stages of the design process
• Research, design wireframes and iterate ideas based on functionality and client's feedback
• Turn the low-fidelity wireframess into clean and user friendly final products
• Create design systems, visual guidelines and UI components
• Work closely with the development team to ensure a successful implementation of the provided design
• Software tools used: Sketch, Invision, Adobe XD, Axure, Figma, Balsamiq, Photoshop CC, Illustrator, CC Jira, Confluence

UX | UI Designer | Groupe Renault

Mar 2019 - Jul 2019

Worked as a UX & UI Designer for Renault Digital Finance Hub, an Agile start-up subsidiary of the Renault Groupe, aiming to digitalize the core business for its employees, partners and clients. The products I worked at were mostly financial digital products. My responsibilities:
• Collaborated with multidisciplinary teams (business and engineering) in an Agile/Scrum way of working environment
• Conducted user interviews, research and sketched ideas based on functionality in order to identify the best possible solution that brings value to the product
• Created personas, user journey maps and user flows
• Iterated and designed low and hi-fidelity prototypes according to business requirements and client's feedback
• Designed and delivered crisp and beautiful UI that also embraces the brand alignment
• Helped the engineering team to understand the specs of the final design and handled a clear and easy hand-off process
• Software tools used: Sketch, Invision, Balsamiq, Marvel, Photoshop CC, Illustrator CC Jira, Confluence

UX | UI Designer | Tremend Software Consulting

Sep 2018 - Dec 2018

Tremend Software Consulting is a software engineering company with over 12 years of experience in developing highly complex solutions for companies around the world, specialized in delivering enterprise platforms, IoT and business solutions for leading companies in banking, telecom, automotive, commerce, retail and professional services. Some of my professional accomplishments that reflect my qualifications during the time I spent working at Tremend are:
• Solved user experience challenges, while adhering to style standards on fonts, colors and images.
• Designed user interfaces, like websites and mobile apps, while conducting layout adjustments based on client feedback.
• Developed UI mockups and prototypes that clearly illustrate how sites function and look like.
• Software tools used: Sketch, Invision, Balsamiq, Photoshop CC, Illustrator CC Jira, Confluence

Visual Designer | B&B collection

Jan 2014 - Aug 2018

B&B collection is the leading importer, retailer and distributor of brand watches and jewellery in Romania, as well as representing franchises for Chopard, Swarovski and Fossil. Some of my professional accomplishments while working for B&B collection are the following:
• Created visual concepts for marketing campaigns, online and instore.
• Developed web design graphics for company's websites and social media networks.
• Conducted research, gathered assets, chose fonts, color palettes and created layouts for company's consumer brochures and other print media.
• Designed logos, brand promotional materials and marketing collaterals.
• Software tools used: Photoshop CC, Illustrator CC, Indesign CC

Freelance UX | UI | Visual Designer

Jan 2012 - Mar 2019

I have been involved in various UX | UI | Visual design projects for mobile applications, websites and branding, as a freelance designer. I have a strong background in designing digital products and I work well in both team and self-directed capacities. I'm driven to design not just for the eye-candy visuals, nice typography and colors, but for everything that goes in the background.

education

Bachelor's Degree and Master's Degree in Product Design 2006 - 2011 | Ion Mincu University of Architecture and Planning, Product Design section

courses & certificates

• Axure RP for UX Design | Lynda.com | Jul 2019
• User Experience (UX) The Ultimate Guide to Usability and UX | Udemy | Oct 2018
• Mastering Mobile App Design With Sketch 3 | Devslopes.com | Sep 2018
• Master Android App Design with Material Design | Udemy.com | Aug 2018
• Wireframing with Balsamiq Mockups | Udemy | Jul 2018
• Workflow of Responsive Web Design from Wireframes to Style Guides | Udemy.com | Jun 2018
• UI Design with Photoshop | Udemy | Mar 2018

awards & achievements

As a versatile designer, I have always tried to expand my knowledge by constantly learning and participating to international contests. The most significant achievements that I received are:
• Winner of the global design contest from HUGO Fragrances, HUGO Create BerlinStencil Art | Jun 2011
• Semifinalist in the Adobe Design Achievement Awards Photocollage category | Aug 2010