

IRINA STOICA

UX & UI Designer
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EXPERIENCE

VANILLA FORUMS

Jan 2020 - Present



Feb 2019 - Jan 2020

MOTOVAN

2017 - 2019

UX DESIGNER & DEVELOPER

- Developing new website pages for marketing programs.
- Writing accessible & cross-browser compatible front-end UI with standards-compliant HTML and CSS.
- Maintaining and improving the current marketing website.
- Developing landing pages, emails, and other reusable templates.
- Contributing to the creation of internal libraries, reusable resources, and processes.
- Proactively identifying opportunities to improve the performance of the marketing website.

FRONT END DEVELOPER

- Using or moderating online communities/discussion forums.
- Estimate the scope of work and break down complex tasks into components into Github (Zenhub).
- Implement user interfaces for the product and contribute to improving usability.
- Produce code that can support and withstand millions of users.
- Interact with customers to gather requirements and set expectations.
- Agile process (Scrum, Kanban).
- CI/CD pipeline, Git, Node.js / Yarn, Docker.
- HTML, CSS, Javascript, SASS/SCSS, Webpack, Smarty, Twig, React JS, PHP.

UX DESIGNER & DEVELOPER

- Content managing systems.
- UX design for B2B portal.
- Create banners for proprietary websites.
- Create visuals for social media accounts such as Facebook and Instagram.
- Assist in developing creative assets including the photo-shoots, brochures and advertising material.
- Create email campaigns.
- Prepare magazine advertisements (digital and print).
- Develop labels, hang-tags and other collateral for the brand for all retailers.

BUFFALO DAVID BITTON

2016 - 2017

LYFTNOTE

2015 - 2018

GRAPHIC DESIGNER

- Create solutions to communicate client messages with high visual impact.
- Design different artworks, concepts and art-boards for each season and prepare mock-ups.
- Collaborate with teammates, vendors and internal partners to brainstorm and solutions.

CO-FOUNDER UX Designer

Lyftnote is a cross platform app(Android, IOS, Desktop) where students can buy or sell used textbooks. (www.lyftnote.com)

- **Ux & UI design:** create the main design of the app and the desktop version (student friendly).
- **Front-End Development :** The development of the user interface and the user experience of the app. The greatest challenge encountered was develop a responsive application across all platforms.
- **Languages used :** CSS3 with Bootstrap, Javascript / JQuery and HTML5.
- **Marketing, Advertising and PR :** create the promotional flyers and posters, managing Facebook Fanpage and corporate branding.

EDUCATION

Computation Arts

2017 - 2018

Concordia University

Visionary digital program that explores the intersection of design, art and technology.

Graphic Design

2013-2016

Cégep du Vieux Montréal,

255 Ontario St E, Montreal, QC H2X 1X6

SKILLS



HOBBIES



Nature



Swimming



Volleyball



Photography



Animals