Portfolio
behance.net/octaviasirbu

Programs

Figma
Highly Proficient

Adobe XD
Highly Proficient

Miro / FigJams
Highly Proficient

Balsamiq
Highly Proficient

EnjoyHQ (data analysis)
Highly Proficient

Adobe Photoshop
Highly Proficient

SurveyMonkey
Highly Proficient

Google Anaytics
Proficient

Shopify / Stripe
Proficient

HTML / CSS
Working Knowledge

Hard Skills

Wireframing, Road mapping, Design systems, User Interviews, User tests, Data analysis, Card sorting, Surveys, Workshops, User journeys, User flows, Personas, Infographics

Soft Skills

Collaboration, Strategic thinking, Analytical skills, Attention to detal, Presenting, Problem solving, Facilitating

Hi there! I'm Octavia Sirbu,
UX Designer

UX Designer with 3+ years of creative work experience and a flair for customer success. I have a track record of elevating the UX for web through overcoming user painpoints, translating user research into design decisions, and great stakeholder communication.

💼 EXPERIENCE HIGHLIGHTS

Rotoy ApS (Feb 2022 - present)

Lead Product Designer (Part-time 10-15 hours per week)
Rotoy is an EdTech startup which empowers children to learn coding and robot technology. The web projects I'm working on are the **webshop and the customer dashboard** for which I'm doing **UX research** (usability testing with children, customer insights), and **UI Design** (protyping in Figma, seting up a design system, and colaborating with developers).

University of Southern Denmark (Aug 2022 - Jan 2024)

UX Design Consultant (Full-time)
User research, **UI design** and coordinating the project from concept to development. The project is a web intranet for employees with the involvement of 300+ university stakeholders. Tasks include stakeholder management, facilitate workshops, user interviews, usability testing at different stages, Figma prototyping, and collaborating with development.

Universal Robots - Student job and master thesis at the same time

UX Design Student (Full-time master thesis project, Oct 2021 - Jun 2022)
Carrying out design research activities (interviews with professors and usability tests with students) and **prototyping an educational Augmented Reality app** for Collaborative Robots. Analysing data and registering findings according to the UX team's guidelines.

Graphic Design Student (Part-time job, Aug 2021 - Jun 2022)
Design Digital Templates in Photoshop and InDesign (SoMe templates, banners, flyers, rollups, booklets) used across marketing regions (EMEA, APAC). Working with the company's growing **brand guidelines, design system and supporting senior graphic designers.**

Walk With Path (May 2019 - Oct 2019)

UX & Digital Designer (Full-time, Contract)
Conducting **competitor analysis and user research** activties to design a real-time data monitoring app linked to a medical device. Moreover creating infographics and visual reports that led the startup to acquire an European grant of 2 million €.

🎓 EDUCATION

University of Southern Denmark (Sep 2020 - Jun 2022)
MSc in IT Product Design
Digital design, Prototyping, Qualitative Data, Data Analysis, Design Thinking

University College Lillebælt (Sep 2014 - June 2018)

Digital Concept Development
UX Design, Product Strategy, Graphic Design, Project Management

Multimedia Design and Communication
Web Design & Communication, Web Development, Design Thinking

🎖 COURSES

LinkedIn Learning (Jan 2024)

HTML Essential Training 2024
Learning the basics of latest HTML version from code structure to linking CSS.

Interaction Design Foundation (Sep 2023)

Conducting Usability Testing
Learn how to design user tests to evaluate products and interfaces, and provide actionable insights to stakeholders.

Interaction Design Foundation (Apr 2023 - Aug 2023)

Data-Driven Design: Quantitative Research for UX
A deep dive in early design testing, user surveys, A/B testing, web/app analytics and learn basic statistics.

Interaction Design Foundation (Jan 2023 - Mar 2023)

Customer Journey Mapping
Gather and visualize data for customer journey mapping so that products meet both business goals and customer needs.

💜 VOLUNTEER

High5Girls (Feb 2024 - present)

Coding Workshops Organizer
Organize coding workshops for girls 13-19 years old to get them started in IT and robotics.

TEDxOdense (Nov 2014 - May 2015)

Photography and Video (Media Production Crew)
Promotional videos and photography for TEDx event in Odense, Denmark.

🏆 AWARDS

Hackathon Stuttgart (Oct 2017)

Car2Go GmbH Case Study (Best Pitch Award)
Design a user-friendly interface for Car2Go's computer board by integrating Microsoft Azure AI. Together with four software developers, we presented a working prototype and won Best Pitch with a prize of 1000 €.