

Andreea Hrincu

User Experience Designer



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ABOUT ME:

I'm a dedicated, passionate designer who enjoys solving problems, learning on the job and being challenged. I strive to create products that meet user needs, and always aim towards an optimal experience for users. I take pleasure in speaking to users, and deeply understanding the pain-points they experience. Nothing pleases me more than to work in a cross-functional team which is highly motivated to create a great product.

I've worked at an optimisation agency, a government department, an early stage startup in London, and at a prestigious scientific publisher.

EDUCATION:

Bachelor of IT (Co-op Scholarship) | University of Technology, Sydney | 2008 - 2010

Completed a year of work experience at David Jones and Westpac while studying.

Graduated with Distinction

Bachelor of Science (Honours) in IT | University of Technology, Sydney | 2011 - 2012

Designing an improved online and mobile presence for an animal shelter using persuasive design, service design methods and a user-centred approach.

Graduated with Distinction

EMPLOYMENT HISTORY:

Product Designer | uno | Aug 2019 - Present

Planned and executed generative user research and multiple rounds of usability testing.

Worked on the customer-facing website as well as products, making optimisation improvements and launching new features.

Designed the UI and documented the flow through our product journeys for the large login project I was responsible in delivering.

Helped launch 2 major partnerships with well-known Australian companies, ensuring landing page designs were highly usable.

UX Contractor | Avanade | Mar 2019 - May 2019

Completed a short-term UX strategy piece at AON, for their smartMonday offering.

Responsible for managing the day-to-day relationship with the client, including capturing and prioritising requirements from multiple stakeholders, ensuring these were met in the proposed solution, and soliciting feedback through multiple showcases.

Managed a team of 2 designers - an off-shore UX and on-shore intern, to successfully deliver wireframes that met the client's most pressing problems, within a short deadline.

Freelance UX & UI Designer | Self employed | Nov 2018 - Present

On-going work for a project sponsored by eLife to build a mobile-friendly citizen-science game to help scientists outsource the annotation of datasets.

User Experience Designer | SpringerNature | Mar 2017 - Sept 2018

Part of a multidisciplinary team that looked after customer facing websites such as nature.com, Scientific Reports, BMC, and the Nature Briefing newsletter & landing page.

Used Google Analytics & DataStudio to support our experiment-driven process.

Conducted multiple rounds of user research to understand how academics work, their search behaviours and their attitudes to Open Access publishing.

Facilitated a Design Sprint for the first iteration of the Nature News landing page.

User Experience Designer | Big Sofa | Sep 2014 - Jan 2017

Sole designer in charge of the Big Sofa web platform.

Introduced Google Analytics tracking and created usage reports for clients.

Gathered user feedback by speaking to internal staff, running usability sessions, and observing users in face-to-face training sessions.

Ensured user feedback was incorporated into new features or captured in the roadmap.

Created sketches, wireframes and prototypes of features to test with internal staff and remotely with users to capture early feedback and improve proposed solutions.

User Experience Associate | NBN Co | July 2013 - July 2014

Part of the BAU team working on the Customer Portal & part of the project team that introduced an online ticketing system to reduce calls to the National Support hotline.

Worked in a strict SCRUM agile environment with well defined processes, well planned iterations, and stringent kick-off and handover practices.

Collaborated with internal stakeholders, BA's and developers to come up with solutions for user stories on the Customer Portal.

Presented wireframes, as well as the thinking and justification behind them, to stakeholders during check-in meetings and the wider team during release planning.

User Experience Analyst | 2DataFish | Mar 2012 - Apr 2013

Designed & built parts of the external website, using Wordpress, HTML and CSS.

Built experiences in Optimizely, and manipulated webpages using JQuery scripts.

Presented competitor analyses to clients, and examined landing pages to identify UX shortcomings.

Gained knowledge about how small design consultancies deliver work for clients and how they manage their pipeline using limited resources.

REFERENCES: Available upon request