

MARIA DUMITRESCU

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EDUCATION

[Minerva University](#), *B.Sc. in Computer Science and Business*

San Francisco, CA

- Mastered inferential statistics, advanced quantitative reasoning, algorithmic thinking, data visualization, and research design in Python, with a focus on heuristics, biases, and empirical analysis for UI/UX applications.
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WORK EXPERIENCE

[River Project](#)

Princeton, NJ

UI/UX Designer & Front End Developer Intern

Jun 2024 - Present

- Transformed full website with a comprehensive makeover using **View**, **TypeScript**, **JavaScript**, and **Tailwind CSS**, enhancing user experience and modernizing the platform's aesthetic and consistent design language. Designed the MVP, post-MVP, high-fidelity prototype and 50+ user-friendly graphics and components.
- Collaborated with professionals and fellow interns to implement a complete user-centered rebrand, resulting in a more intuitive user interface and increased user engagement. Integrated dark mode design and microinteractions.

[Let's Uni](#)

European Union

Head of Marketing and Product Design

May 2024 - Present

- Led website redesign, yielding a 200% increase in leads. Conducted **A/B testing** on promotional content to optimize conversion rates and user engagement.
- Led market research, driving the implementation of SEO strategies, promotional content, and website design enhancements. Optimized UI/UX across Instagram, Facebook, and TikTok, boosting Let's Uni's online visibility by 60% and student engagement by 70% across Europe.
- Leveraged design systems and existing patterns, including +50 LMS templates and +100 UI components.

[Citizens Cinema](#)

Oakland, CA

Video Editor Intern

Feb 2024 - June 2024

- Worked with award-winning filmmaker Rob Nilsson, advancing video editing and sound design skills. Edited "The Stroke" using Adobe Premiere Pro and After Effects.

[Minerva University](#)

San Francisco, CA

Product Design Intern

Sep 2023 - Present

- Designed animated movie, incorporating user feedback for broad appeal.
- Conducted user research and audience analysis to develop engaging content for Instagram, YouTube, TikTok, and Facebook, collaborating with cross-functional teams to create visually appealing, user-friendly graphics that significantly improved digital user experience.

[Marie Lee Shop](#)

Geneva, Switzerland

Founder & Head Product Designer

May 2021 - Present

- Achieved 1300+ sales and 485k monthly Pinterest views; designed 57 products.
- Utilized data analytics and user feedback to iterate on product offerings and website design, enhancing user engagement and conversion rates.

[LZR Magazine](#)

Bucharest, Romania

Head of Graphic Designer and Marketing Manager

May 2019 - 2022

- Led a team of 50 students, conducting 10 workshops on design and illustration, enhancing the skills of team members, and improving the quality of the magazine's output. Ensured consistency in user experience across platforms through illustrations.
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CERTIFICATIONS

[Google User Experience Design Professional Certification](#), Machine Learning A-Z Certification, Flutter and Dart Certification, [Figma UI UX Design Advanced](#), The Complete Web Development Bootcamp.

PUBLICATIONS

- Dumitrescu, M (pen name Lee, M), (2022, October). *Letters in the Dark*. Published Book. [Amazon](#).

Self-published a novel exploring on dissociative identity disorder, based on insights from research to create authentic and real characters.

Design Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Blender; **Programming Languages:** Python, C++, Tailwind, HTML, CSS, JavaScript (in progress), Flutter and Dart (in progress); **Project Management:** Asana, Trello; **Video Editing:** Adobe Premiere Pro, After Effects, iMovie, CapCut; **Languages:** English, Romanian, French