

# Sabrina Popescu

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## EXPERIENCE

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### O My Bag

UX/UI Designer

Amsterdam, The Netherlands

Apr 2021 – Present

- Increased online store sales by 30% by taking the lead in the redesign of the product pages.
- Created and maintained a content design system for 19 team members across B2B and B2C verticals.
- Introduced transcreated copy with the goal to simplify the customer checkout flow.
- Advocating the value of user-centric copy by researching and testing copy to present findings to other teams.

### Upraw Media

UX Writer

Amsterdam, The Netherlands

Jul 2020 – Feb 2021

- Developed and shipped the copy for the agency's new website.
- Created a style guide to document the tone of voice and positioning for leads and potential clients.
- Defined, created, and delivered copy strategies for existing clients.
- Writing for web, mobile apps, PPC, and SEO.

### Growth Tribe

UX Writer

Amsterdam, The Netherlands

Jun 2019 – Jun 2020

- Doubled the newsletter's average open rate by taking the lead in A/B experiments.
- Created and shipped copy for 7 localized social campaigns for the company's franchisees.
- Content strategy for the Always Be Learning product, which played an important role in closing a €5M funding round in the midst of COVID-19.
- Worked with the Head of Growth on MVPs, prototypes, wireframes and UI for their digital offering.

### Donkey Republic

Content Specialist

Copenhagen, Denmark

Jan 2016 – Mar 2018

- Conducted user research and customer interviews as part of the app's redesign project.
- Worked closely with the Product Team and Customer Success team to introduce new features for 200,000+ users.
- Created the first customer personas that led to inform the app's focus on building a local user base and move away from a service that targeted only tourists.
- Supported all community communications, including writing, editing, and compiling information for one-off special messaging and monthly newsletters.

### Noisli

Content Specialist (Internship)

Copenhagen, Denmark

Nov 2014 – Dec 2015

- Created user surveys for the apps' initial MVP testing.
- Conducted quality research and analysis to better understand Noisli's testers.
- Contributed to the piece "100 Work Hacks to Get Things Done - The Ultimate Productivity List".

## EDUCATION AND CERTIFICATIONS

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### CareerFoundry

UI/UX Design Program

Remote

2020 – 2021

### The Royal Danish Academy of Fine Arts

Minor Degree in Design Business and Strategy

Copenhagen, Denmark

2015 – 2016

### Copenhagen Business School

MSc. Management of Creative Business Processes

Copenhagen, Denmark

2014 – 2016

### National University of Public Relations and Administration

B.Sc. Communication Science

Bucharest, Romania

2011 – 2014