

Silvana Moiceanu

Product Designer

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<https://silvanamoiceanu.github.io/>

Education

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| Aug 2023 | Masters - Information Management and Systems (University of California, Berkeley) |
| June 2021 | B.S. Cognitive Science - AI and HCI (University of California, Santa Cruz) |
| | B.A. Studio Arts (University of California, Santa Cruz) |
| | Minor in Computer Science (University of California, Santa Cruz) |

Statement of Purpose

Product Designer with leadership experience delivering solutions to IT, non-profit, and education fields.

Skills

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| • UX/UI Software: Figma, Miro, Photoshop, Adobe XD | • Digital Audio Workstation: Logic | • Qualitative Research Methods |
| • Design Thinking | • UX Methods: Competitive analysis, heuristic evaluation, user testing | • Quantitative Research Methods |
| • Adobe Illustrator, InDesign | | • Programming: Python, JS |
| | | • Surveys, analytics, metrics, design of experiment |

Projects

Vmware Tanzu Labs White Paper on Data Science — Spring 2023

- Developed flow chart representing data flows for different data science practices.
- Worked with all remote team to develop white paper.
- Advocated for ideas and graphics that were developed in house.

Nacional Monte de Piedad - Non-Profit Low-Interest Rate Loans - Winter 2022

- Led user interviews in English and Spanish. Met with key stakeholders to identify business needs.
- Identified patterns in interviews and assisted in event storming sessions to find MVP.
- Presented results at the end of each week. Team represented in 3 different time zones CST, EST, and BST.

Department of Education NYC — School Dashboard — Fall 2022

- Created iOS mobile app in a small team with tracking and sensor technology alerting cyclists to roadside dangers.
- Designed wireframe using Figma and Adobe Illustrator for UI design, splash page, and logo design.
- Presented app and hardware demo to expert judges resulting in win for best hardware hack.

Experience

2022-2023 Product Designer and Consultant VMware Tanzu Labs

Role outline

- Business stakeholders and clients include non-profit NMP, VMware internal, and NYC DOE.

2018 - 2019 Research Assistant at Biobehavioral Pediatric Pain Lab Stanford Medical Children's Hospital

Role outline

- Transcribed 12 user interviews for bodily awareness after cancer study and designed branding for Stanford Lab.
- Planned and aided in participant interviews using qualitative methods to further medical study aim.

2019 - 2020 Student Consultant Manager - Training ITS Learning Technologies

Role outline

- Maintained and managed 9 UCSC Mac and Windows computer labs with staff of 40 student consultants.
- Met weekly with management team to direct business operations and led professional interviews for hiring staff.

Other Skills

- Fluent Romanian, intermediate Spanish