

# Silvana Moiceanu

UX Designer

510-367-5911

silmoiceanu@gmail.com

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

## Education

June 2021	<b>B.S. Cognitive Science - AI and HCI</b> (University of California, Santa Cruz) <b>B.A. Studio Arts</b> (University of California, Santa Cruz) <b>Minor in Computer Science</b> (University of California, Santa Cruz)
Dec 2021	<b>Google UX Professional Design Certification</b> (Coursera)

## Statement of Purpose

UX Designer with leadership experience delivering human-centered creative solutions to IT, medical, and design fields.

## Skills

- UX/UI Software: Figma
- Design Thinking
- Adobe Illustrator, XD, Photoshop, InDesign
- Digital Audio Workspace: Logic
- UX Methods: User Centered Design
- Qualitative Research Methods
- OS: Linux, Windows, macOS
- Languages: Python, JavaScript
- Quantitative Research Methods

## Projects

### Google x Biodesign Challenge Sprint 2021

- Led development of manual on e-waste recycling for Google's 1 billion device ecosystem to aid in recycling.
- Managed international team representing 3 different time zones through focus groups and scheduling.
- Presented manual to team of expert judges from BDC and Google in a professional manner.

### 3feet— Stanford TreeHacks Hardware Hacks winning project 2019

- 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.

### Neuromatch Academy, Deep Learning — Summer 2021

- Intensive bootcamp on Deep Learning with team project focused on Natural Language Processing.
- Assisted development on Natural Language Processing using pretrained-BERT for product sentiment analysis.
- Obtained certificate of completion and collaborated with students representing 4 different time zones.

## Experience

### 2021 Intern - Audio Engineering and Teaching Support Womens Audio Mission

#### Role outline

- Obtained training in fundamentals of Audio Engineering including DAW and soldering based projects.
- Classroom support as a TA for WAM Level 1 Course and Girls on the Mic at WAM studios.

### 2019 - 2020 Student Consultant Manager - Training ITS Learning Technologies

#### Role outline

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

### 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.

## Other Skills

- Fluent Romanian, intermediate Spanish
- Hackathon attendee, painting, digital fabrication, audio engineering, and product design