# Silvana Moiceanu
Product Designer

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## 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

- UX/UI Software: Figma, Miro, Photoshop, Adobe XD
- Design Thinking
- Adobe Illustrator, InDesign
- Digital Audio Workstation: Logic
- UX Methods: Competitive analysis, heuristic evaluation, user testing
- Qualitative Research Methods
- Quantitative Research Methods
- 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 where 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
- Redesigned school data submission dashboard with Lean and Agile principles.
- Designed wireframe using Figma for UI design, landing page, and custom assets.
- Presented app demo to stakeholders for iterative feedback.

## Experience

| 2022-2023 | **Product Designer and Consultant** |
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| | **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** |
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| | **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** |
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| | **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