

# Silvana Moiceanu

UX Designer

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

## Education

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|-----------|---|
| 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 user-centric solutions to IT, medical, and design 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

### 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

### 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.

### 2014-2021 Freelance Graphic Design and Illustration Self Employed

#### Role outline

- Business stakeholders include designers, musicians, and researchers. Illustrations published by Workman.

## Other Skills

- Audio engineering, product design, hackathons, painting, and digital fabrication
- Fluent Romanian, intermediate Spanish