Silvana Moiceanu
Software Product Designer

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Statement of Purpose

UC Berkeley graduate student with a background in design, AI, and human-computer interaction, passionate about leveraging technology and venture capital to drive social impact in healthcare, high tech, and climate.

Education

May 2025	**UC, Berkeley** (Masters - Information Management and Systems - Design and AI)
June 2021	**UC, Santa Cruz** (B.S. Cognitive Science - AI and HCI, B.A. Studio Arts, Minor in CS)

Skills

- Design Tools: Figma, Miro, V0, Adobe Illustrator, InDesign
- Design Thinking
- AI Production Tools: RunwayML, Kling, ChatGPT
- Javascript, Typescript, React
- UX Methods: Competitive analysis, heuristic evaluation, user testing
- Qualitative Research Methods
- Quantitative Research Methods
- Programming: Python, SQL, Javascript, Typescript, React
- Surveys, analytics, metrics, design of experiment

Projects

Vmware Tanzu Labs White Paper on Data Science — Spring 2023
- Developed flow chart representing data flows for data science practices with business needs prioritized.
- Worked with all remote team to develop white paper that was published to Tanzu's larger audience.

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 weekly to international cross-functional business partners.

Department of Education NYC — School Dashboard — Fall 2022
- Redesigned school data submission dashboard with Lean and Agile principles to simplify user interaction.
- Designed wireframe using Figma for UI design, landing page, and custom assets.
- Presented app demo to stakeholders for iterative feedback in quick lean feedback loops.

Experience

2022 - 2023	**Product Designer and Consultant** **VMware Tanzu Labs**

Role outline

- Applied UX heuristics with stakeholders to solve problems by creating user interfaces and conducting interviews.

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

Role outline

- Processed and conducted interviews with patients for pediatric pain study and designed branding for the lab.
- Planned and aided in participant interviews using qualitative methods to further the medical study aim.