

Sr. Product Designer @Recharge
Jan 2022 — Today

Experience

Recharge.com makes buying and using prepaid payment products friction-free. I led a full mobile app overhaul to shift more orders into our native apps. I defined and shipped several app-only experiences: one-tap reordering, gifting flows, and automated order reminders. That together drove a substantial lift in app order share, improved user retention, and accelerated repeat purchases. I also partnered closely with analytics and engineering to instrument every step of the flow. Currently, I'm collaborating with the web team and a researcher to redesign the web ordering experience, applying mobile-first insights and user-tested approaches that succeeded in our apps.

Design Lead @Endava
Oct 2019 — Sep 2021

Endava is a software development and consulting company working with global clients like Mastercard, Volkswagen, Cisco, and Lego. I was promoted to Design Lead in September 2020. I've been leading client projects, and was also helping build and scale the local design discipline. Mentoring middle and junior designers. Facilitating various team gatherings and workshops to increase the design culture and professional growth of the team.

Sr. Product Designer @Crunchyroll
Feb 2017 — Sep 2019

Crunchyroll is the world's largest anime brand, based in San Francisco. I worked on both crunchyroll.com and vrv.co products. On Crunchyroll, I was part of the growth team, focusing on A/B testing experiments for acquisition and subscription flows. On vrv.co I worked on the launch of the web application. I've also been leading the creation of the web platform's design system.

UX/UI Designer @Yopeso
Apr 2016 — Feb 2017

Yopeso is a software development agency. I worked on two of the leading e-commerce apps in the Middle East — Namshi and Mumzworld. I was involved in the creation of their native mobile apps.

Product Designer @GPSmyCity
Dec 2013 — Apr 2016

GPSmyCity is a startup specialized in travel apps, providing self-guided walking tours, offline city maps, and travel articles. I redesigned the gpsmycity main app which brought it on a level with it's main competitors and beat some of them (by download numbers). The app was later featured at Apple's WWDC16 event.

Education

Moldova State University
Sep 2010 — Jul 2013

Licensed in Computer Science
Specialized in Information Management
Faculty of Mathematics and Computer Science

Skills

Product Thinking, Visual Design, Interaction Design, Product Growth, User Research, User Experience, Information Architecture, Prototyping, Design Systems, HTML/CSS, Native Mobile Apps