

MIRCEA ZAGREAN

Full Process Designer



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Explanation /
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Hello,

I'm Mircea, a self thought designer with a bachelor in computer science and over 10 years experience in digital design, with the main focus on interaction design and user experience. I'm creative, ambitious and like to push the boundaries of my comfort zone. Mathematics and computer science felt right to me from the start but design became a significant part of my life and focused my attention towards the area where function and beauty intersect.

I've worked with a large variety of clients from all around the world and have been involved in different projects from small to large corporate apps, from concept through to detailed style guides. I put a lot of commitment into my work, seeking opportunities to deliver the best experience possible for any product I'm involved with.

I believe that collaboration and user centered design are key to creating great products and experience. My background in computer science gives me the ability to understand the impact of my design decisions and gives me a wide perspective over the whole life-cycle of a project.

My skill set includes user experience research and design, wireframing and prototyping, data driven & user centered testing, visual & interaction design. I can plan, prototype, design, test and implement an interface as I know my way around front-end development languages like CSS3, SASS, HTML5, JS.

*#travel #motorcycle #bike #ski #sci-fi #zombies #experience #design #psychology
#tinker #technology*

Work Experience

UX/UI Designer ,

*Interaction Design,
UX Research & Design
Art Direction,
Graphic Design*

MZD Web Studio

December 2013 – Present (2 years)

I quit my job and started running my own small design business, collaborating with different companies as a consultant or Full-Process Designer. My work revolves around websites and mobile apps but I don't run away from any creative work. It was a scary & exciting time in my life.

UX/UI Designer,

*Interaction Design,
UX Research & Design
Product Design,
Front-End Architecture*

Imprezzio Global (european branch of Imprezzio Inc.)

November 2009 – December 2013 (4 years 2 months)

Imprezzio has inspired and challenged me in ways I've never expected. Here I have designed systems and tools that professionals use to enhance their work flow and consumer oriented products from their inception through validation, research and testing. As an integral part of the core team, not only did I create and code the visual designs but I also had to teach and set a standard across the teams. Besides the products of the company I was also involved in their newly formed outsourcing department. At a company like this, you wear many hats.

I translated user requirements and complex business processes into usable applications, centered around the user, by planning and designing experiences and interfaces for clean, efficient, useful applications.

I created wireframes & prototypes for rapid, agile development.

I conducted studies like user research, usability testing, visual heatmapping, a/b testing and goals conversion.

UI Developer

Goof Koof | the web agency

June 2008 – January 2009 (8 months)

I was in charge of the front end development. I wrote a lot of xhtml and css. Also I was handling Flash animations.

UI designer,

Web Designer

Freelance

March 2005 – April 2007 (2 years 2 months)

I designed websites for small business & UI's for desktop apps

I collaborated with different companies and developers.

I also did logos and print work.

Education

Bachelor, Computer Science, „Babeş-Bolyai” University, Cluj-Napoca

2006 – 2009

Thesis: Interactions Between UI And Design

Case study: Netective

Skills showcased: Consumer research, Strategy, Flows, Sketching, Wireframing, UI/Visual Design, Branding, UI Architecture

Problem

Netective is a watcher tool to track workstation events and all online activity, and a powerful reporting application with the purpose of increasing overall business productivity.

The app was currently implemented in flex. My task was to improve the UX and redesign the whole UI as the software was getting real traction and needed an update. It also switched to an .NET web app.

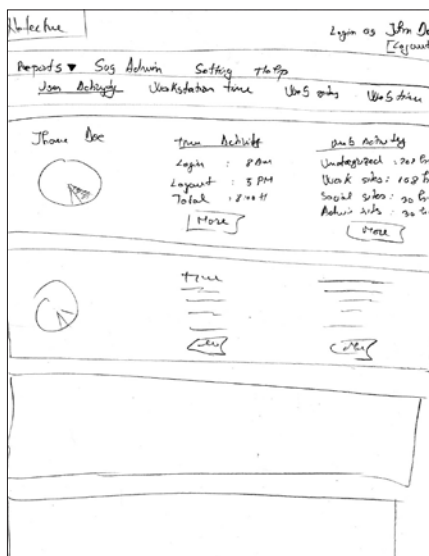
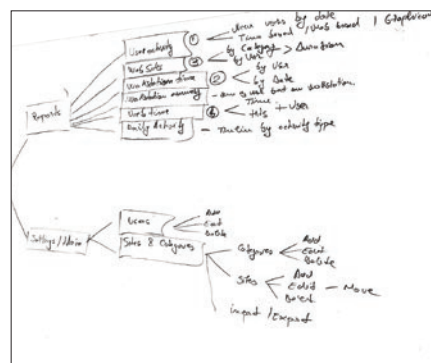
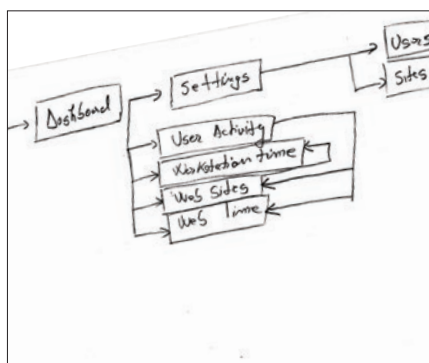
We looked at the current reports, analyzed content, talked to users and found some big problems:

1. Users had trouble navigating and accessing the main features
2. Users had trouble understanding wording & needed clear filter definitions
3. The ability to have quick overviews on each category of reports

Sketches

By having discussions with users, prospects, owners and more we worked our way through many workflows and usage paradigms.

The challenge was to keep the balance between the old UI and the new one so that existing users wouldn't feel frustrated learning it.



Case study: Netective(continued)

Solution

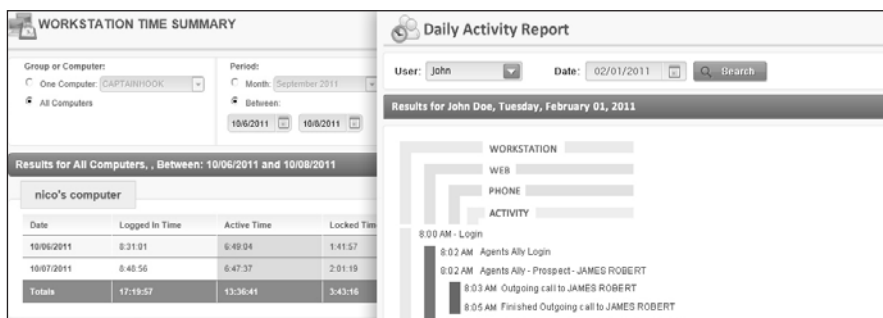
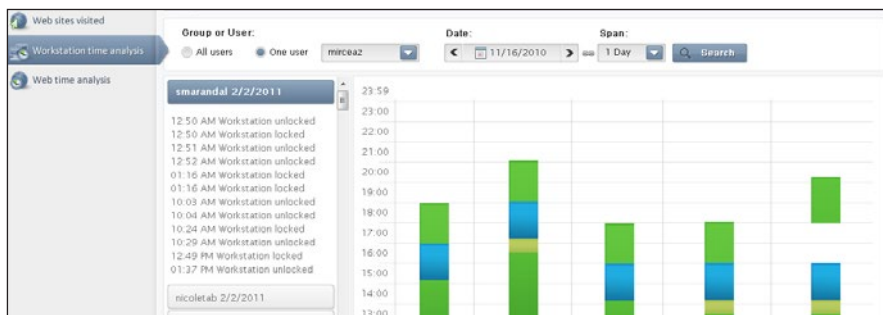
I simplified and consolidated the menu structure for fast and clear choices by prioritizing reports.

Report summaries were placed on the home page to easily spot issues and provide quick access directly into the detailed report.

Improved filters and charts visualization made it easier to access and understand data.

We tested two new reports that were later introduced to the software.

I created wireframes, made prototypes and worked closely with the front-end development team to deliver a first beta. After user testing and some iterations we had a stable product. We monitored closely how users interact with our software and made sure to offer new features and cater to their needs.



Result

Netective has become a highly appreciated tool among its users. Many business owners have benefited from the information gathered through Netective and have improved the productivity of their staff. Netective is currently used by over 2000 organizations.

Alongside the creative director we also refreshed the branding of the app.

Next Steps

Having established a concise direction for the app and a communication channel with the clients will help the product easily adapt to users needs.

Case study: Samba Mobile

Samba Communications Ltd.

Skills showcased: Strategy, Design thinking, Sketching, Wireframing, Visual Design, Interaction Design, UI Architecture

Problem

Samba Communications Ltd. was founded in September 2009 and is one of the first companies in the world to offer advertiser-funded mobile broadband (3G internet) to customers, free of charge. As such, the company needed to combine web, telecoms and advertising technologies into a single proposition, resulting in a significant process of Research & Development to prove the concept, building the product and integrating the various partners, suppliers and platforms. Samba launched nationwide in the UK in May 2012.

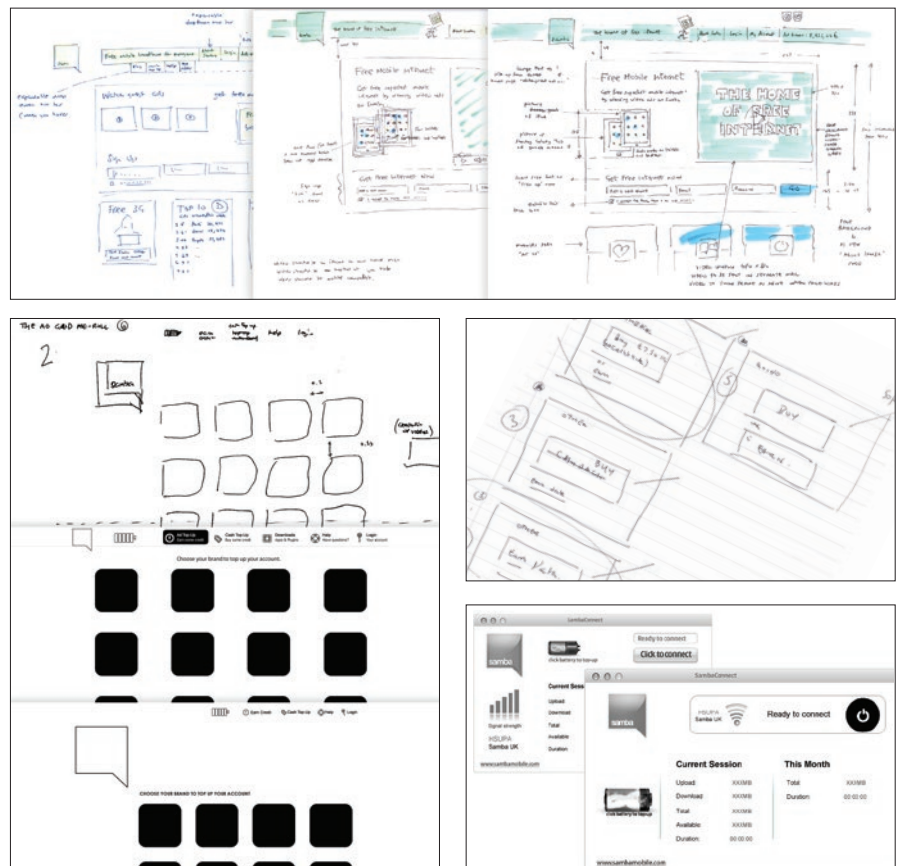
The value proposition was simple: users watched online ads and would get internet traffic (MB) for their phone/tablet for free.

Sketches

Together with the product owners and the art director we established goals and created strategies that led us to clear user flows.

For the landing page the main goal was the signup. We decided to let users earn credit and then funnel their signup. This would allow the users to see how easy it is to earn credit and would also create scarcity of losing the earned credit and would increase the chances of signing up.

It was a balance dance between the minimalist ideology of the company ("Just perfect simple, Just smart") and having the right amount of incentives.



Solution

We started with the "User-Select-Model", which Samba suggested with the purpose of generating higher conversion rates.

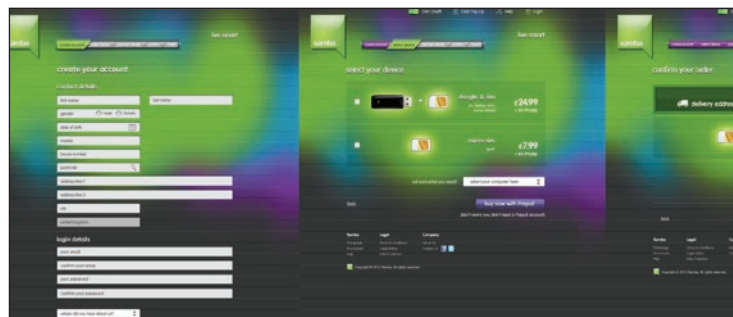
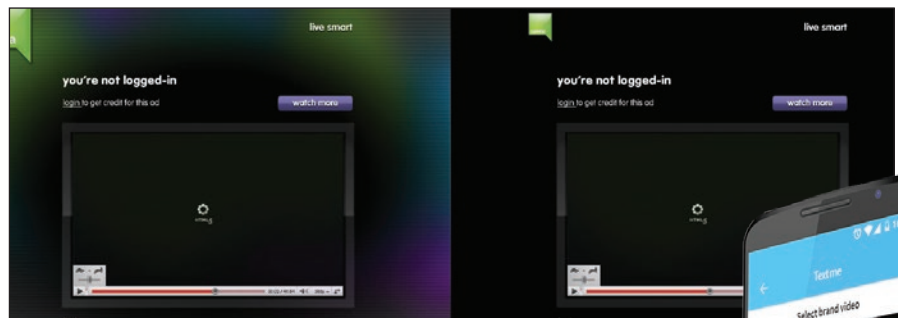
I created flows and wireframes to get things started and worked together with the product owner and art director to create a holistic experience centered around the user. The strategy went through a lot of focus groups on the client side and the mockups through a lot of user testing until we moved forward to the prototypes and UI development. The interface needed to be responsive as users would use it mostly on a device.

Case study: Samba Mobile(continued)

The home page was built around the community and talk Samba was generating to reinforce trust, create associations and reassure new users about the service.

We reduced the noise on the ad view page to maximize the impact of the ad on the viewer.

A multi step signup process with progress status was used to guide and clearly explain to the user how the overall process works.



Result

Samba became an absolute hit.

The business started to grow rapidly and most importantly, users love Samba because they are in charge. They earn as much or as little data as they want.

Next Steps

The Samba video engagement network is an aggregation of discrete innovations, which come together to make an advertising video distribution hyper-network – to the best of our knowledge the first in the world, and therefore unique. Imprezio and Samba continue to grow the business together, using the same form of cooperation.

Case study: Teledine

Screens available Courtesy of Imprezio Global

Skills showcased: Strategy, Design thinking, Product design, UX, Sketching, Wireframing

Problem

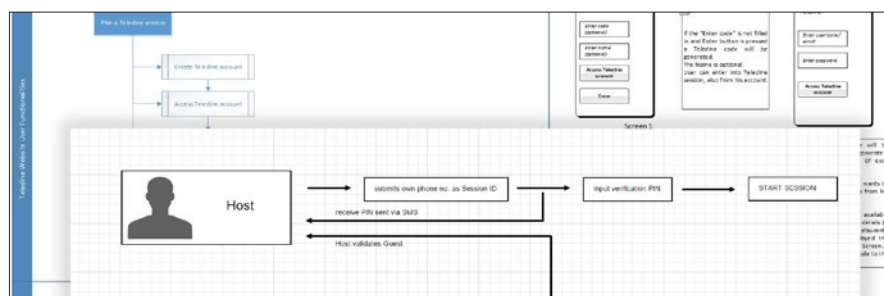
Teledine is a complex dining experience that will refresh the restaurant business by trying to bridge the gap between people located in different spots. It has a menu sharing component, teleconference engine, payment engine, order engine and a reservation engine.

The first challenge was to build a tablet and smartphone app that would allow users from different locations and venues to be able to see each other's menus and remotely dine together. There were a lot of ideas regarding this products functions as it was supposed to be the entry point into the Teledine experience. It would have to integrate in the holistic idea of the business and it was getting bloated with everything at once.

Sketches

We started to identify key roles and started planning the UX. We had also created some personas and tested our theories against them.

An initial problem was actually the first interaction a user would have with the system when creating or joining a Teledine session. There were multiple ideas on the table but we ended up going with the one using the telephone number as a unique session ID. So by knowing the telephone number anyone would be able to easily create or join a session.



Solution

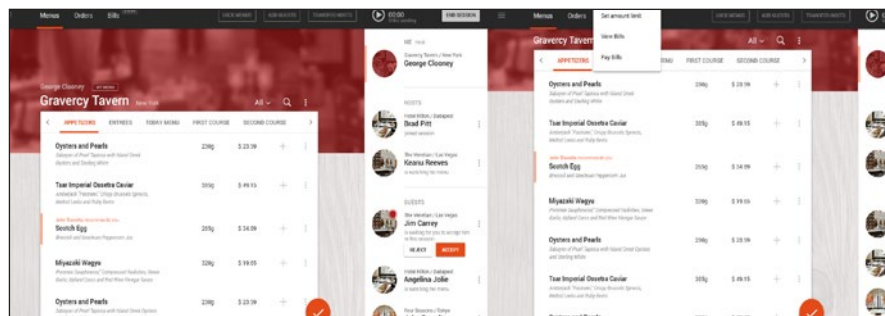
We started by creating clear user roles and established some personas that would assume those roles. After that we broke the whole process into simple tasks and prioritized those based on the level of importance.

We created journey maps and worked on simplifying the processes. Since it was such a complex app we broke the UX into time-based and required-based interactions to limit the amount of decisions needed at a time. The user would face an action as it's priority changed.

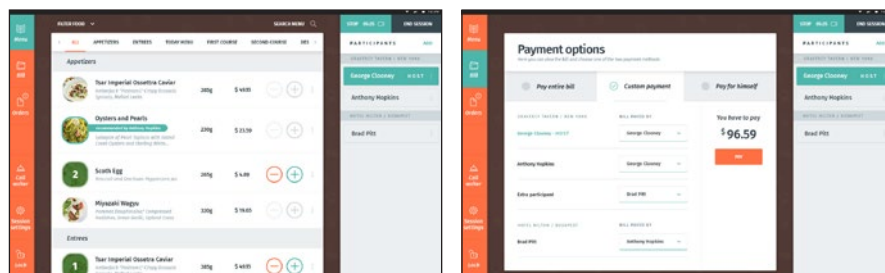
We then created wireframs and prototypes to test our suppositions.

Case study: Teledine(continued)

The first mockup iteration created by the Visual designer after the initial UX phase.



The final iteration of the visual design was more refined as UX was evolving and the product was getting clearer.



Result

We managed to refine the client's idea and create a clear, clean and usable product that meets both his and the user's needs. But in so doing, we realized just how far out of line our Product was with our new brand identity.

Next Steps

The app will have to face it's first live trials and be in close contact with it's users to constantly discover their needs.

A key aspect is understanding the business value behind every decision. A constant flux of data informs everything that needs to be done, user research checks assumptions, and measures success through business and engagement metrics.

Case study: adTools

Screens available Courtesy of Imprezio Marketing

Skills showcased: Strategy, Design thinking, Sketching, Wireframing, UI/Visual Design, UI Architecture

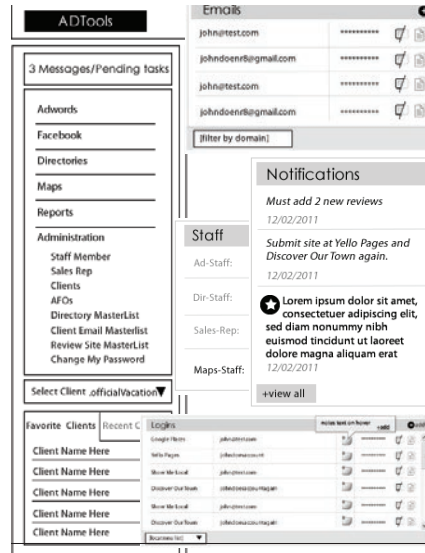
Problem

Imprezio Marketing's product sales, supervisors and support team had to rely on multiple tools to review client accounts that required repetitive data entry into the respective applications, leading to increased opportunity for data entry error and wasted time on duplicate entry work. They had no tool to keep track of the various products for different clients and to monitor the tasks that they had to carry out on a regular basis. As a result, Imprezio Marketing experienced serious difficulties with obtaining visibility into their day-to-day business operations and gaining insights into how their marketing services could be improved and optimized.

Sketches

We started by understanding the clients needs and alongside the product owners and software architect we established user flows.

We created a clear documentation for each screen that included wireframes and interaction details.



Solution

We analyzed and created the business requirements. With the client always in the loop we sketched the idea of the product. After that I created the wireframes to highlight the functionality and interaction.

We tested the wireframes with the client's team and iterated on the feedback.

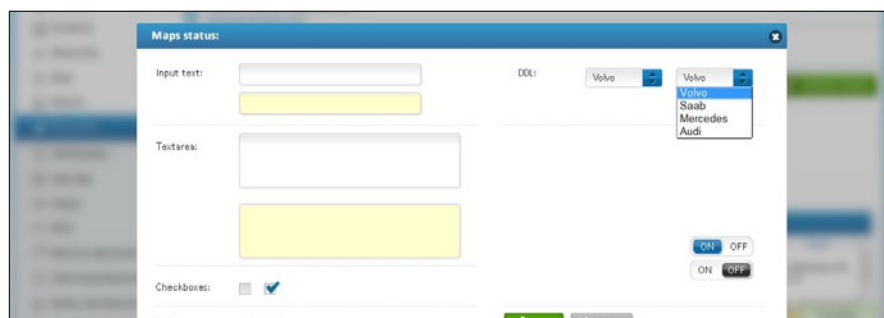
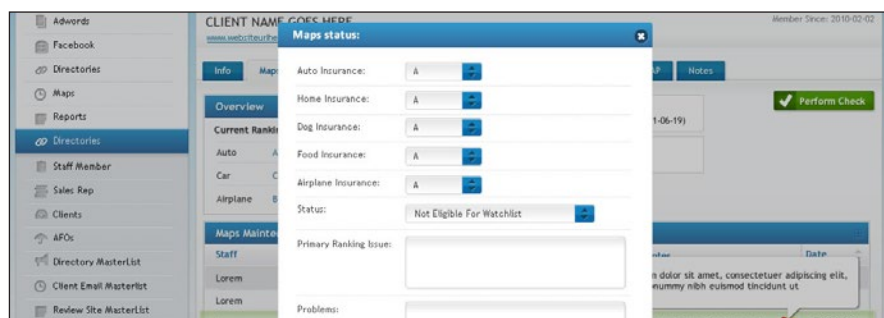
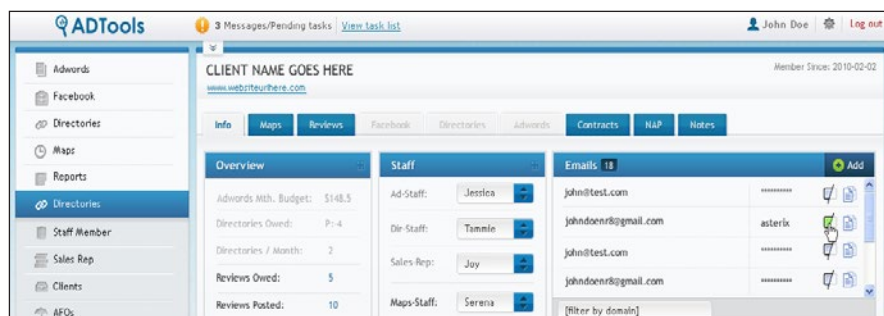
I later created the UI architecture and a CSS framework for the development team to work with.

Case study: adTools(continued)

We built a clear menu structure and a quick access notification system that would help users interact with each other and facilitate tasks.

Created pop-up screens for secondary actions so that users would not leave the context of the current screen.

The UI framework had all the elements styled and ready to use.



Result

By using the AdTools solution, Imprezio Marketing was able to organize their activities way better. They are now able to keep track of all their activities, even with a team twice as big as they had before. The operational costs of the company decreased significantly and their efficiency exploded, which is partly due to the fact that they now have a tool to keep track of every activity, generate clear reports, assign work, analyze employee performance and monitor everything better. Overall, the tool made it possible for them to organize themselves better.

They were satisfied with the product, and the results of using it are clearly visible. They are more organized and they have a very clear understanding about the tasks they perform. They are able to manage their specialized teams (adwords, directories, maps) and managers have a clear overview about each employee's performance.

Recommendations

”

I have had the pleasure of knowing Mircea for the past 6 years, since he started working with Imprezzio. He's a talented designer, great UI developer but more important, he's an all-around great guy. Responsive to deadlines, communicative, and always professional. His sincere passion for his work and his experience makes him the ideal person to work with. He's equally intent on how the design looks and works and is able to comprehend the impact of his design decisions, which makes his work that much better. He is striving to continually improve and optimize the User Interface design and User Experience of every project he works on.

Tudor Armand Ciuleanu

Managing Director at Imprezzio Global

”

I have hired Mircea for several projects over the last couple years. His work has always been impeccable, timely and to the highest quality. I would highly recommend him and the quality of his work.

Danielle Cameron

Vice President of Sales & Administration at Imprezzio Marketing

”

I have worked with Mircea on many projects and the outcome was always above the expectations. His level of commitment combined with technical and artistic skills and a very close care for client's needs made the job easy, fun and productive. Not only he fulfils his duties in time, but often gets actively involved in all other parts of the project, contributing with his knowledge to the final outcome. I would gladly work together with him on any future project I will be involved in.

Ionut Tulai

Software Architect at Imprezzio Inc