



Casian Pascu

Product Designer & Illustrator

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ABOUT ME

I'm a designer with an insatiable hunger for learning, excellence, and problem-solving. My natural curiosity and interest in continuous learning have driven me in the pursuit of a UX/UI career: building engaging experiences is what drives me.

Previously I have balanced a managerial job in hospitality while simultaneously running my own business selling illustrations online and offering freelance services such as custom illustrations and apparel.

SKILLS

Software

Adobe CC
Sketch
Figma
Framer
Webflow
Hotjar
Notion
Zeplin
Keynote
Procreate
InVision
MS Office
Google Suite

Design

Design Thinking
User Interface
Prototyping
User Flows
Web Design
iOS/Material Design
Wireframing
Agile Methodology
Design Systems
Interaction Design
User-centered Design
Design Research

Languages

English
Spanish
Romanian

Others

Illustration
Photography
Video editing
Social Media
HTML/CSS

EDUCATION

UX/UI Certification | Oct 2019 - Apr 2020
Flatiron School, London, UK

Illustration Grade | 2013 - 2014
Estación Diseño of Granada, Spain

High School Diploma | 2010 - 2013
School of Arts of Almeria, Spain

EXPERIENCE

Brainfood – Visual Designer | Jul '20 - Present (Internship)

Obodo – UI Designer | June '20 - Jul '20 (Freelance)

LevelStudios – UX/UI Designer | Apr '20 - Jun '20 (Contract)

- Collaborated with developers and stakeholders to build a crowdsourcing app which will help users transition to a meatless diet and reward them when contributing to the community.
- Researched potential users and competitors to help create features that will make a differentiator and tested product on the market.
- Rebranded and redesigned every aspect of the mobile app for iOS and Android, and delivered a designed system to help to develop the product and keep the brand consistency.

CircaGene – UX/UI Designer | Mar '20 - Apr '20 (Contract)

Startup providing genetic health care services, such as DNA test kits to gain insights into health and risks of hereditary diseases.

- Conducted market research and identified opportunities for improvement to effectively translate conceptual ideas into engaging solutions through interactive prototypes and user-centered design.
- Delineated their unique selling proposition and successfully pointed customers to their conversion opportunity, increasing 100% in brand awareness, transparency and customer trust.
- Rebranded their company design on desktop and mobile, packaging, reports, and logo and delivered the new design system to be used for branding consistency.

Flatiron – UX/UI Design Student | Oct '19 - Apr '20

Throughout 24 weeks of intensive Bootcamp, I learnt the research, client management, technical, and practical skills necessary in user experience and interface design, completing four projects by applying visual and user-centered design principles.

Freelance – Illustrator | Oct '17 - Jul '19

- Worked with clients illustrating album covers, portraits, apparel, and custom illustrations. Managed an eCommerce store to sell illustrations on posters, apparel and merchandise while marketing my services on social media.