



Casian Pascu

Product Designer & Illustrator

Phone
+44 78 438 111 68

LinkedIn
/casian-pascu

Dribbble
@casian-design

Email
casian.design@gmail.com

Portfolio
casian.design

Instagram
@kasarts

ABOUT ME

I'm a designer with an insatiable hunger for learning, excellence, and problem-solving. I balance business goals and technical constraints with creating the best user experience possible.

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.

SELF-INITIATED PROJECTS

Design Journey - Sept '20 - Present

I created a weekly, ongoing newsletter with over 300 resources, to support anyone transitioning into a UX Design career.

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
UX Research

Others

Illustration
Photography
Video editing
Social Media
HTML/CSS/JS
Animation/Lottie

Languages

English
Spanish
Romanian

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

SHOREDITCH DESIGN STUDIO – Digital Designer | Oct '20 - Present (Contract)

Shoreditch Design Studio is a Creative Agency based in London. As a digital designer, I am responsible for a wide range of design tasks such as the creation of logos and branding, UX/UI designs for mobile apps and websites, animation, and bespoke illustrations.

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

My primary responsibilities are illustrating for animation handoff and the growth of our visual asset library while helping scale up content production and contributing to visual design or other design tasks for social media content and product management.

OBODO– UX/UI Designer | June '20 - Aug '20 (Contract)

Obodo is a Digital Agency based in Manchester. I collaborated with the head of design and a UX Researcher to conduct heuristic evaluations, and deliver responsive web designs and animations for clients in the healthcare and education industries.

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)

- 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 this 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– Designer & 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.