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Summary

UX Analyst & Researcher with 5 years of experience in combining qualitative and quantitative research, data analysis, product strategy, UX design, and team leadership.

I guide Product, Design, and Development teams to leverage data and build user empathy to achieve satisfying user experiences that are aligned with business goals.

Experience



UX Analyst & Researcher

VehicleHistory.com

Jul 2020 - Jun 2021 (1 year)

- Led and conducted data analysis (Google Analytics), qualitative and quantitative research, and built customer empathy across Product, Design, and Development teams.
- Contributed to the creation and prioritization of the product roadmap by leveraging data & research.
- Led, conducted, and integrated research practices in a Scrum environment, including recruiting, user interviews, targeted ethnography, usability testing (moderated & unmoderated), website surveys, large sample surveys (MTurk), competitive analysis, design thinking validation boards.
- Defined success criteria, monitored and reported behavior trends, including for A/B tests.
- Identified website audiences, created customer personas, detailed user journeys, and service blueprints.
- Achieved sustained growth across the website by validating design decisions, including a quarterly traffic growth of over 100% for a website section.
- Awarded first place for two Hackathon proposals that were implemented.
- Awarded excellence recognition for creating and presenting an in-depth customer journey.



UI/UX Product Designer & Researcher

YO HOST

Mar 2020 - Sep 2020 (7 months)

- Collaborated with key stakeholders to identify business goals and KPI's in the early concept stages and worked closely with the development team to create a mobile app.
- Conducted qualitative research to define user needs, and created detailed user journeys and service blueprints.
- Reduced "behind the scenes" office workload by adjusting designs and flows to business needs.
- Achieved a 90% usability score for the final design through prototype testing.



UI/UX Design & Research Consultant

BreakingPoint Romania

Mar 2016 - Sep 2020 (4 years 7 months)

- Provided UX Design & Research services for the launches of three mobile apps (Android and iOS) and over a dozen websites for varied industries.

- Created, organized, and document information architecture, including empty states and identifying the most common user paths.
- Correlated business processes, goals, customer pain points, customer needs, and optimizing “behind the scenes” workflows.
- Created design systems using Material Design and HIG, with a focus on mobile experiences.



Graphic Production Artist

Hogarth Worldwide

Feb 2020 - Mar 2020 (2 months)

- Delivered production-ready web page designs for a major e-commerce website.



Interior Designer & Project Manager

Except Custom Solutions

Jan 2017 - Jun 2017 (6 months)

- Redesigned the company website which resulted in significant growth in online RFQs.
- Managed suppliers, project budgets, project workflows & on-site implementation.
- Delivered turn key client-focused designs for public and residential spaces.



Interior Designer & Project Manager

IDC Consorzio

Jul 2013 - Jan 2017 (3 years 7 months)

- Designed company websites from a UX perspective that generated RFQs.
- Optimized together with the IT department the internal reporting software.
- Created a social media presence that generated >2000 followers on Facebook and LinkedIn.
- Interviewed, trained, and managed a design team of 8 people.
- Managed interior design projects and created complex schedules, budgets, mitigation plans, project planning, GANT charts.

Education



"Ion Mincu" University of Architecture and Urban Planning

Master of Architecture - MArch, Architecture

2008 - 2015

Licenses & Certifications



Psychology for Digital Behavior Change (DBC) - Behavioral Design Academy of AlterSpark



Professional Scrum with User Experience (PSU I) - Scrum.org

Skills

Data Analysis • Google Analytics • User Experience (UX) • Usability Testing • User Interviews • Agile Methodologies • Qualitative Research • Visual Storytelling • Data Visualization • User Behavior