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Senior Product Designer

About me

Hi! Product Designer with 4+ years of experience creating user-friendly digital products. I've worked across women's health tech, e-commerce, and fintech, taking projects from MVP to launch and scaling them with research-driven design decisions.

I love diving deep into research, building thoughtful design systems, and creating interfaces that feel simple even when the problems are complex. Collaboration is a big part of my process — working side by side with developers, analysts, and product teams to bring ideas to life.

For me, design is not just about how something looks, but how it works, how it feels, and how it solves real problems for people.

Work experience

UX/UI Designer · amma Pregnancy Tracker · Hong Kong, China

May 2023 - Present · 2 years 7 months

- Launching MVPs and iterating based on user testing
- Prototyping interfaces and interactions for usability and visual clarity
- Collaborating with research team and product managers to align on priorities
- Producing high-fidelity mockups and flows for development
- Conducting competitor analysis to inform design decisions
- Leading design reviews to ensure cohesive and consistent UX/UI

Admin Panel

- Redesign of existing features and workflows
- Maintaining and developing multiple design systems across projects
- Creating user-friendly and functional interface designs
- Producing detailed mockups and prototypes for clear developer handoff
- Conducting UX interviews and gathering user feedback for iterations
- Running design reviews with the team to ensure quality and consistency

Partner & Branding Projects

- Leading design initiatives for external partners, including branding and visual identity

👤 26 years
♀ Female
📍 Chişinău
💰 2 500 EUR
in

TOP Skills

- **High-fidelity mockups** · 4 years
- **Visual design** · 3 years
- **Interaction design** · 3 years
- **Stakeholder collaboration** · 2 years
- **Prototype development** · 2 years
- **Feature design** · 2 years

Preferences

- Full-time
- No schedule
- Part-time
- Flexible
- Hybrid
- Remote

Languages

- **Romanian** · Communication
- **Russian** · Native
- **English** · Fluent

Skills

- User flow design

- Interaction design
- UI prototyping
- Visual design
- Usability
- Brand consistency
- UI kits
- High-fidelity mockups
- Developer collaboration
- Cross-functional teamwork
- Stakeholder alignment
- Mobile design
- Web design
- Self-service terminal

- Designing responsive websites and landing pages for campaigns and collaborations
- Creating marketing materials (presentations, banners)
- Developing and maintaining brand guidelines for consistent implementation

Skills: Responsive web design, Brand identity, Visual design, Design documentation, Usability optimization, Competitor analysis, User flows, High-fidelity mockups, Interaction design, Prototyping, UX research, User testing and iteration, Launching MVPs

UX/UI Designer | Freelance | 01/07/2025 - 22/08/2025 · Freelance · Chişinău

July 2025 - August 2025 · 2 months

Project: Motivation App (iOS & Android) – Research & Design

Role: Product/UX/UI Designer

Key Contributions:

- Conducted comprehensive competitive analysis of motivational and educational apps, identifying best practices, user engagement strategies, and gaps in the market
- Designed user flows, wireframes, and interactive prototypes for key app sections, including onboarding, habit tracking, daily motivation, and content discovery
- Developed visual design system, including typography, color palette, iconography, and UI components
- Implemented MVP-focused approach, prioritizing features with the highest user value and engagement potential
- Created high-fidelity mockups and design specifications for developers
- Prepared presentation materials for stakeholders to communicate research findings, design rationale, and proposed solutions

Skills: Iconography, Color palette, Typography, Visual design system development, Content discovery design, Habit tracking UX, Onboarding design, Interactive prototyping, Wireframing, User flow design, User engagement strategies, Competitive analysis, UX research

UX/UI Designer · Sokolov Jewelry Romania · Chişinău

June 2021 - December 2023 · 2 years 6 months

Online Jewelry Shop in Romania

- Executing full UI redesign
- Creating and maintaining UI style guides
- Producing high-fidelity mockups for developers
- Collaborating with client, product manager, developers, and product owner on design ideas and prototypes
- Designing mobile and web interfaces
- Developing new features
- Conducting UI reviews to ensure implemented solutions match mockups

Skills: Design reviews, Cross-functional teamwork, Stakeholder collaboration, Prototype development, Feature design, Mobile and web interface design, Style guide creation and maintenance, Design systems, High-fidelity mockups, UX design, UI, UI redesign

UX/UI Designer · MAIB · Chişinău

October 2022 - May 2023 · 8 months

- Designing user flows to ensure seamless navigation and user experience
- Developing interfaces and interaction prototypes that are visually appealing and intuitive
- Adhering to brand guidelines and UI kits to maintain a consistent look and feel
- Producing high-fidelity mockups to provide clear guidance to developers
- Collaborating with clients, product managers, developers, and product owners to align on design vision and prototypes
- Designing and implementing mobile and web interfaces, as well as self-service terminals for a leading bank

Skills: Self-service terminal, Web design, Mobile design, Stakeholder alignment, Cross-functional teamwork, Developer collaboration, High-fidelity mockups, UI kits, Brand consistency, Usability, Visual design, UI prototyping, Interaction design, User flow design

UX/UI Designer · Titanium Codes · Chişinău

February 2022 - October 2022 · 8 months

Project #1 – Fully regulated TradFi & DeFi Platform for Security Tokens and Fractionalized NFTs

- Designing user flows to ensure smooth navigation
- Creating interfaces and interaction prototypes
- Following project brand guidelines and UI kits
- Producing high-fidelity mockups for developers
- Collaborating with client, product manager, developers, and product owner on design ideas and prototypes
- Designing mobile and web interfaces
- Creating design for a white-label platform

Project #2 – Website for community of Web3 entrepreneurs and investors

- Executing full UI redesign
- Building a design system from scratch
- Developing UI concepts and designs for mobile and web
- Producing high-fidelity mockups for developers

Project #3 – Corporate Website

- Gathering requirements and proposing new features to stakeholders
- Designing mobile and web interfaces
- Creating graphic user interface elements
- Developing and maintaining reusable template designs

Project #4 – Multi-brand online store with thousands of products for the whole family

- Creating interaction prototypes

Project #5 – Fully regulated investment platform for experienced and first-time investors

- Maintaining UI style guides

- Producing high-fidelity mockups for developers

- Designing new features

Skills: Requirements gathering, Stakeholder collaboration, Visual consistency, UI redesign, Mobile and web interface design, White-label platform design, Design systems, High-fidelity mockups, UX design, UI, Interaction prototyping, User flow design

UX/UI Designer · On Bureau · Chişinău

April 2021 - September 2021 · 6 months

Project #1 – Landing page for blockchain calculator

- Creating and maintaining UI style guides

- Producing high-fidelity mockups for developers

- Designing mobile and web interfaces

- Executing full UI redesign

- Collaborating with client, product manager, developers, and product owner on design ideas and prototypes

Project #2 – Educational platform

- Following project brand guidelines and UI kits

- Designing new features

- Producing high-fidelity mockups for developers

- Designing graphic user interface elements

Project #3 – Germany online courses platform

- Maintaining UI style guides

- Designing and refining graphic elements of the UI

Project #4 – Online platform for gifts

- Following project brand guidelines and UI kits

- Creating and maintaining UI style guides

Skills: Cros, Stakeholder collaboration, Graphic UI elements, Feature design, Prototype development, Design systems, Brand guideline adherence, Style guide creation and maintenance, Mobile and web interface design, High-fidelity mockups, UI redesign, UX design, UI

Social Media Designer · Flotheme / Squaremuse · Chişinău

January 2021 - March 2021 · 2 months

Craft and create design based on direction from Marketing and Product Team

- Collaborating closely with marketing and product teams

- Leading visual design for marketing and product campaigns

- Creating designs for social media, email campaigns, landing pages (product and sales), and presentations

- A/B testing marketing designs to optimize engagement and

conversions

– Brainstorming new and creative approaches

Skills: Campaign s, Creative brainstorming, Conversion optimization, B testing, A, Presentation design, Landing page design, Email campaign design, Social media design, Collaboration with marketing and product teams, Product design, Marketing design, Visual design

Desired industry

- Design / Web Design / Graphics

Education: Secondary

Courses, trainings

UX Design Fundamentals

Graduated in 2022

Organizer: Tekwill

UX/UI Design Courses

Graduated in 2020

Organizer: Dspirit