

Professional Experience

dealchecker (Central London & Remote)

2014 - present / Head of UX design, front-end developer

One of the top travel search services in the UK.

- My time is divided between designing user experiences, building them in React (JSX/CSS and JS) and improving them over time (HotJar monitoring, Optimizely A/B testing and experiments, Google Analytics, Adobe Analytics and DevTools Lighthouse for other helpful information);
- I oversaw a mid-level and a junior web designer;
- Email design and optimisation (in-house and via dotdigital.com);
- Managed the company branding;
- Liaised with tech and marketing teams;
- Involved in product strategy discussions;
- Learned how to work remotely (since late 2016).

School Website, now part of Finalsite (Teddington, London)

2013 - 2014 / Senior UX/Web Designer

UK's most successful agency in providing school web design, mobile, apps, social media & digital marketing to the education sector.

- UX design;
- Web development: HTML/CSS/JQUERY;
- CMS Integration;
- Client Meetings;
- One of the websites I designed and built won the 2014 School Website of the Year, Independent School Awards.



Freelance Work (Central London)

2012 - 2014 / Web Designer

Various agencies or companies servicing financial, not-for-profit, retail, utilities and fashion sectors: Tangible, MarketInvoice, Arachnys, SaintBustier, Ixxus and many others.

- Web design;
- Animated and static high-end banner designs;
- Email design;
- Creating concepts for digital campaigns;
- Training workshops for account managers and traditional designers;
- Oversaw middleweight designer.

Reea (Târgu-Mureș, România)

2006 - 2012 / Senior Digital Designer, Web Design team leader

One of the biggest digital agencies in Romania, with over 150 employees and clients all over the world.

- Established a work relation between new clients and the creative department;
- Realized concepts, designs and basic technical implementation;
- Oversaw juniors and webdesign team;
- Client facing iterations;
- Studied and applied new trends and developments;
- Involved in varied types of projects: webdesign, flash animations and banners, graphic design, photography, print.

Advanced Technology (Târgu-Mureș, România)

2004 - 2006 / Artworker, Web Designer

A German e-commerce company specialized in fashion products.

- Web design for the company's fashion portals;
- Product photo retouching;
- E-bay webshop maintenance.

Kiro Studio (Târgu-Mureș, România)

2003 - 2004 / Print Designer

High-quality print-shop.

- Print projects (business cards, leaflets, children's magazines and many others);
- Face-to-face communication with clients.

Veral Com (Târgu-Mureș, România)

2002-2003 / Junior Programmer

Infrastructure maintenance company.

- Simple, bespoke software applications;
- In-house design;
- Official documents and spreadsheet formulas (Microsoft Word, Excel).

Other Projects

- Pro bono freelance projects (1998 - present day): magazines, corporate IDs, webpages, photography, animations, PC maintenance and many others.
- Pauza Mare! magazine (editor & layout), Dew Drop magazine (layout & graphics) - two early projects that gave me an insight into the press industry.

I design, build, and optimise invisible websites

I am a pixel trainer. I train these feral little beasts that I love to be of service to my clients, by conveying information, evoking specific emotions, or often both. I'm doing this while trying to keep the way of doing it invisible. I believe the user should focus on their goal and not have to deal with anything else. However, if they choose to pause, they should always be in a beautiful place.

For the past 10 years I've been fortunate enough to work right where design (Photoshop, Figma, Optimizely) blends with technology (React, CSS, HTML, JS).

Skills and Abilities

Curiosity and creativity make a pretty interesting pair and they've won me some great results. They're not always enough, especially in this ever-changing field, so I keep learning. Not only to keep up but to be able to innovate. I've made learning a life style, whether it's Javascript, chess, fixing a motorcycle or getting AI assistants to work their magic.

I've always managed to work in beautiful teams and to have nice employers. It's not something given, sometimes you have to work hard for these things to happen.

- Excellent English (spoken and written), perfected over the 5+ years I've lived and worked in the UK. Able to understand Italian, French and German.
- Quick understanding of briefs and project specs, good communication skills and understanding, empathy;
- Able to create powerful concepts and ideas;
- Good communication abilities with technical people and marketers;
- Comfortable building with front-end frameworks such as Ant.design, Bootstrap or Material UI;
- Excellent knowledge of React + AntDesign.
- Able to read and modify React code and create bespoke components in React;
- I had fun working with automation tools and task runners such as Grunt, BrowserSync, Webpack;
- Advanced knowledge of Photoshop, Figma, Adobe XD and other tools, especially design and prototyping;
- Knowledgeable in version control (GIT) and Agile environments;
- Experienced with different communication channels: web, print, photo, animation;
- Curiosity and interest in the developments and trends of this industry;
- Collaborative, open, and positive personality with a "can do" attitude;
- I have successfully worked with German clients, therefore my ability to cope with stressful situations is unquestionable :)
- As cooking and mountain climbing skills are not relevant here, I won't mention them.

Studies

- 2010 Junior Alpine Guide, Romanian Mountain Guide Association;
- 2007 MA in The Management of Human Resources, Petru Maior University, Romania;
- 2006 BA in Psychology and Special Psychopedagogy, Dimitrie Cantemir University, Romania;
- 2001 Computer Programmer Assistant and IT Operator professional certificate, Electromures High school, Targu-Mures, Romania;
- 2000 Extracurricular studies diploma in Management, Marketing, Law, Human Resources, and Financial Administration.

Hobbies

Music, mountain trekking, cycling & motorcycling, DIY & woodwork, photography, computers & gadgets.

Portfolio

<https://www.acestasunt.eu>

References

Available on request.