

# VALENTIN CIOBANU



## PORTFOLIO

ValentinCiobanu.Com  
[Dribbble.com/vmdx](https://dribbble.com/vmdx)  
[Linkedin.com/in/valimdx](https://linkedin.com/in/valimdx)

## CONTACT

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## SUMMARY

With 16+ years of experience as both in Leadership and Specialist roles, I bring a wealth of hands-on experience to the table. My expertise lies in identifying and leading key strategic projects and initiatives for both innovative startups and established enterprise level companies. I excel at analyzing and translating complex systems and user interface designs into cohesive, intuitive, and elegant solutions. Skilled in balancing the needs of business, users, and technical teams to improve the overall user experience, expert in UI design, IxD & Design Ops / Systems

I have a proven track record of success across industries such as Telecom, Fintech, Healthcare, Consumer Services, and Games.

## EXPERIENCE

**CX/UX Specialist**  
Consultant  
**Oct.2019 - Present**

Customer experience strategy, UX Design Workshops, UX research, UX/UI design, technology consulting, Leadership & Mentoring, Design Ops ( Systems)

Clients include:

- Delta Partners/FTI- Service Design consulting
- Salam Mobile - KSA - MVNO Product Launch UX/UI
- Adamo Telecom - UX/CX Digital transformation
- Gamma.co.uk - Lead UX & CeX Digital Transformation & Pilot Project

**ComoAyudar.org**  
CoFounder  
**Apr.2020 - Present**

ComoAyudar - a platform to aggregate all the relevant helping initiatives started with the Covid-19 Crisis and it's following consequences focusing on the Spanish speaking market.

- User research
- Service Design & Customer journey design
- Brand & UI Design
- Business Development & Product ownership

**Kanzen.design**  
Head of business unit  
**Jan.2020 - 2022**

Created the Branding services department within the Kanzen Agency.

- Leading and growing the business unit
- Managing a team of Account Managers, designers & Various technical roles focusing on a world-wide customer base
- Small to Enterprise Level customers in: Medical Research, Beauty Retail, FinTech, Consulting Services, Mobile Games,
- Double Digit YoY Growth

**Cegedim SWF**  
Sr UI UX Designer  
Apr.2018 - Oct.2019

The Cegedim Software Factory is providing and developing global SaaS Solutions for the Healthcare sector

Working closely with PO, Functional Analysts and internal customers to research, analyze and define product features. I have overseen a team of designers in order to clearly express the clients needs, communicate solutions to Stakeholders. Sharing knowledge and requirements with QA and supporting the development on product knowledge and frontend engineering.

Owner of several internal projects regarding increasing the productivity and efficient communication in the office.  
Implemented the companies first Design System.

**Entrepreneur**  
Freelance  
Dec.2016 - Apr.2018

Various Entrepreneurship initiatives & freelance Projects

Entrepreneurship Projects :

- TrafficTarget.org - Selling of organic keyword targeted traffic for SEO & Marketing professionals - >4k MR
- WePlanBarcelona - OnDemand tourism services like personalized itinerary and ticket purchasing support

Freelance Projects:

- Repetier - 3D printer control Desktop software UI & UX improvements
- Viscaweb - Design Mobile Apps for Livescore Industry- UX, UI, Interaction Design

**Sage**  
Mobile UX Design  
Jul.2015 - Nov. 2016

My role as Sr. UI UX Designer involved in leading business meetings defining the Mobile Product UX, a good user-centered information architecture and User experience while collaborating closely with the development team.

Organized several on-site user tests to improve the app usability, Defined the mobile guidelines and have been involved in the global product marketing and strategy. Created a full design systems and managed design ops.

As part of the Production team for Sage Expenses mobile app, I have been part of a small internal team that enabled a high- profile partnership between Apple and Sage, while working closely with the Business Enterprise Lab team at Apple offices in Cupertino.

**Smarty Ears Apps**  
May.2011 - Jul.2015

Lead UI Design - Over 50 mobile games on the appstore focusing on children with various speech and language pathologies

**Shuttlefare.com**  
Dec.2013 - May.2015

Senior UX/UI Designer - Design Interfaces for a booking engine & shuttle transporation

**Gold Lock**  
May.2012 - Sep.2013

Senior UX/UI Designer - Design Interfaces for a Secure encrypted telecommunications app approved by the Israeli Ministry of defence

**Freelancer**  
Apr.2008 - May.2013

Graphic Design, Interface Design, branding, Animations, Photography.  
Short to medium term projects, Over 20 Mobile apps & Games on Appstore

# EDUCATION

**Aurel Vlaicu University**

Bachelors Degree in Automatics and Applied Informatics

Engineering 2006-2011

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## SKILLS / KNOWLEDGE

- User Research & Testing Strategy, process & operations
- UX Design Strategy, process & operations
- UI Design (Photoshop, Illustrator, Figma, Sketch)
- Service Design
- Design Systems & Design Ops
- IxD (Mokup, Principleapp)
- Prototyping (Axure, invision, XD)
- FrontEnd - HTML, CSS, Javascript, WebAdmin
- Information Architecture
- Scrum & Agile
- Product Vision and Definition
- Strong Leadership skills
- Extensive Experience in Web, Mobile, Desktop & IOT
- Marketing Design (flyers, banners, ads)
- Analytics, Data & Metrics implementation
- Programming in Python
- Clear interpretation of complex requirements to simple solutions
- Training and Mentorship experience
- Plan and Conduct Market Research
- Experience working with C-level executives

