

VALENTIN CIOBANU



PORTFOLIO

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SUMMARY

With over 10 years of professional hands-on experience on Product Design, with a strong experience on mobile and web apps, driving a user-centric approach guided by the voice of the customer and user experience research, spanning across all areas of product design from defining product features, viability and design strategy with stakeholders and product owners, to delivering a complete product design with carefully crafted delightful experiences.

Industries: Fintech, Healthcare, Games, Telecom

EXPERIENCE

Cegedim SWF *UI UX Designer* **Apr.2018 - Present**

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.

UI UX IxD *Freelance Consultant* **Dec.2016 - Present**

User Research Strategy & Execution, UX Design - Wireframes, Prototypes, User Test, UI Design - Interaction Design, Corporate Workshop and Training events

Clients include:

- Gamma.co.uk - Digital Transformation
- ViscaWeb - iOS mobile Sports application design
- TrafficTarget - Service Design, Branding, Web design
- Repetier Apps - 3d Printing Desktop and Web App revamp

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.

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
Lead UI Design
May.2011 - Jul.2015

Smarty Ears is a top selling and leader on Speech, Language & Communication educational apps for mobile devices. The apps are used worldwide and part of therapy with target audiences as low as 2 years old and top level professionals in the niche.

I have worked closely with the top management, defining a vision of branding for the company, design wireframes, ui design and interaction of the interfaces for over 50 mobile apps. I was part of the graphic design for media appearances, conferences, merchandise, logos and website design and experience

ShuttleFare.com
Senior UI/UX Design
Dec.2013 - May.2015

ShuttleFare.com is a booking engine and a major player on the Airport Shuttle Transportation market with rides to and from over 100 airports Worldwide. The company also holds other subsidiaries in the transportation field.

I was directly in charge with the interface and interaction design of the company's web application

I have collaborated with the top management to produce a high quality user experience. Designed the Interface for the company's newly launched Valet service mobile app and website.

Freelance Designer
Freelance Designer
Apr2008 - May.2013

UI, Branding, Graphic Design, Animation for various clients working as a freelancer. Short to medium term projects.

Notable clients include:

- Skilladoo - Online English learning Platform
- Gold-Lock.com- Military Grade Encryption -UI mobile, desktop, web
- onlinelogomaker.com - Web App UI
- CBS - StarTrek Communicator App UI Design
- Rodinia Games - Lead Game Designer - UI, Assets & Marketing
- Total Over 20 Mobile apps & Games

EDUCATION

Aurel Vlaicu University

Bachelors Degree in Automatics and Applied Informatics

Engineering 2006-2011

SKILLS / KNOWLEDGE

- Plan and Conduct User Research & Testing
- Plan and Conduct Market Research
- UX Design process & operations
- UI Design (Photoshop, Illustrator, Figma, Sketch)
- IxD (Mokup, Principle)
- 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

