

SENIOR PRODUCT DESIGNER (UX / UI / FED)  
ANDREEA POPESCU

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- Self-driven UX/UI designer with strong technical skills and **10+ years of experience** delivering effective B2B and B2C digital products to global brands in the fields of marketing research, consumer technology, fintech, ecommerce and SaaS software services
- Solves complex problems in business, design and technology using a degree in **Communications & Information Technology (IT)**, certifications in User Experience Design (UED) and Responsive Web Design (RWD), bringing a deep knowledge of human-computer interaction and user-centered design practices
- Generates business value by aligning product strategy with business and client needs, testing and refining solutions to maximize usability and engagement potential, and **driving the product design and development cycle end-to-end**

## SKILLS & TOOLS

Project **management**, data **visualization**, information **architecture**, user **research**, user **flows**, **wireframes**, **prototypes**, user **testing**, style **guides**, design **systems**, **Figma**, **Adobe**, **HTML5**, **CSS3**, **SASS**, **JavaScript**, **TypeScript**, **AJAX**, **JSON**, **REST APIs**, **VS Code**

## PROFESSIONAL EXPERIENCE

### Product Design Consultant

*Self-Employed / Freelance*

**May 2020 - Present**

*(Remote) Toronto, ON*

- Validated design solutions through **design audits and reviews** based on design trends and industry best practices, to ensure **product effectiveness** and compliance to modern **web accessibility guidelines**
- Provided **constructive feedback** on visual design, typography styles, colour theory, layout structure and content clarity, to ensure **memorable brand identity** and **maximum user engagement**
- Achieved a **review quality score of 100%** on UserCrowd for participation in **100+ remote user testing sessions** using research methods like 5-second test, first-click test, comparison selection, card sorting and task analysis exercises

## User Experience Lead

*ONR, a customer experience consulting firm*

**Apr 2018 - Apr 2020**

*(On-site) Richmond Hill, ON*

- Lead the product design cycle for **7+ customer insight solutions**, including data analytics dashboards with interactive visualizations that enabled C-suite users to evaluate and improve customer experience, driving **continued R&D investments** from international clients over a period of **5+ years**
- Collaborated with **cross-functional teams** to communicate design solutions to key stakeholders and collect inclusive feedback on product direction, ensuring alignment with business objectives and **seamless integration between design and development efforts**
- Fostered a culture of **Design Thinking** within the company by using **Agile workflows** and **Inclusive Design** methodologies to establish a routine of design planning and testing before development

## User Experience Designer / Front-End Developer

*ONR, a customer experience consulting firm*

**April 2015 - April 2018**

*(On-site) Richmond Hill, ON*

- Designed, developed and maintained **10+ marketing research solutions**, including responsive digital surveys and integrated feedback widgets that captured in-moment sentiment, empowering customer-focused brands to better understand and respond to audience needs
- Assisted with **usability testing**, conducted **design research**, documented **project requirements** and gathered **research findings** to inform design decisions
- Participated in **design ideation sessions** and presented design solutions to business and engineering teams with clarity and confidence, using **sketches**, user **flows**, annotated **wireframes**, high-fidelity **mockups** and interactive **prototypes**

## CERTIFICATIONS

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**Agile Project Management**, *Atlassian University*

**2024**

**Foundations of User Experience Design**, *Google*

**2023**

**Information Design & Data Visualization**, *Aquent*

**2022**

**Responsive Web Design Fundamentals**, *Aquent*

**2022**

## EDUCATION

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**Bachelor of Social Science (BSSc), Honours**

Communications & Information Technology

*University of Windsor, ON, Canada*