



EXPERIENCE

2012/
Present

Senior UX/UI Designer Cognizant

- Drove end-to-end product design;
- Built and scaled Design Systems;
- Led usability testing;
- Mentored and coordinated a small design team;
- Integrated AI tools into the design workflow.

2006/
2012

Web & Mobile Designer iColdo / Aquavita / Advero / Freelance

Branding, wireframes, and web & mobile builds across agency and client work.

RECOGNITION

2024

Early adopter of AI-augmented design workflows (Figma AI, Claude, Codex)

2018

Technical Interviewer & Mentor, Cognizant design community

2016

Promoted to Senior UX/UI Designer

EDUCATION

2003/
2007

Univ. "Alexandru Ioan Cuza" Iași
Bachelor's Degree, Physics and
Computer Science

1999/
2003

High School "Mihai Eminescu" Bârlad
Mathematics and Computer Science

LANGUAGES

English — Professional
Romanian — Native

ABOUT ME

Senior UX/UI Designer with 20+ years of experience in end-to-end product design and design systems, AI-augmented workflow, and design-to-development collaboration. I've collaborated with clients across AgTech, eCommerce, sales enablement, and enterprise tooling, crafting user-centered solutions that are both scalable and feasible to implement.

TECHNICAL SKILLS

UX/UI Design Skills

Interaction design · Visual design ·
Information architecture · Wireframing
· Prototyping · Responsive design

Design Process & Product Work

Discovery workshops · User flows ·
Usability testing · Design critiques ·
Iterative design · Product redesigns

Design Systems & Consistency

Component libraries · Pattern
standardization · Design QA · Developer
handoff · Cross-platform consistency

Visual Design Tools

Photoshop · Sketch · Illustrator

Figma & AI Tools

Figma · AI-assisted ideation · Content
refinement · Prototype acceleration ·
Research support

Collaboration & Delivery

Stakeholder alignment · Cross-functional
collaboration · Design documentation ·
Gherkin user stories · Agile workflow ·
Jira

SELECTED WORK

Client names generalized under NDA; outcomes are real.

AgTech Platform for 12 years

Senior UX/UI Designer · California, USA

Designed and evolved a platform enabling farmers to transparently compare seed prices and access agricultural services — from proof of concept to a multi-vertical product.

- Brand identity + wireframes + hi-fi from zero, helping secure initial funding;
- Multiple redesigns across web + native iOS & Android;
- Established and scaled a Design System; ongoing design QA.

Outcome: Grew into 6 verticals (eCommerce, precision agriculture, community, finance, insurance, grain marketing) over 12 years; Design System adoption cut UI inconsistency reports by ~30%.

uSketch

Lead UX/UI Designer · Romania · Cognizant R&D

Led the redesign of a mobile & desktop photo-to-sketch app — a fresh visual identity and simpler experience, same creative core.

- Led and mentored the design team through the redesign;
- Supervised wireframe → hi-fi approval flow;
- Established the handoff and design-QA process.

Outcome: Released on the App Store (mobile & desktop); downloads grew ~35% with improved ratings post-launch.

Sales App

Senior UX/UI Designer · California, USA

Tablet & mobile application letting sales teams present services, configure offerings, generate contracts, and capture signatures in one flow.

- Branding & wireframes in Illustrator defining core user flows;
- Interactive InVision prototype, validated thoroughly with stakeholders;
- Hi-fi UI in Photoshop for tablet & mobile.

Outcome: Cut sales-to-signed-contract time from a multi-day back-and-forth to a single in-meeting flow.

Hosting Company

Mobile & Web Designer · California, USA

Redesigned an existing hosting company's website for a more modern, intuitive customer-acquisition and conversion experience.

- Redesigned the journey to simplify domain search, plan selection, checkout;
- Designed in Photoshop for clarity, accessibility, and conversion;
- Implemented as a custom Magento theme.

Outcome: Reduced checkout steps by ~40%, cutting friction from discovery to a ready-to-launch site.