Ilinca Mitu

UX Designer

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Work experience

User Experience Specialist

Evozon | May 2021 - Present

- led the design process for various products, from initial client discussions to creating IA, user flows and wireframes, ensuring alignment between business goals and user needs;
- designed a CMS for a cross-platform metaverse from scratch, ensuring seamless integration with the other platforms (ecommerce, 3D web and 3D VR), collaborating with a large, distributed team;
- led the redesign of an organisation's website, reducing support requests by 65%;
- improved the company's internal project and client management software, used by 50+ project, department and account managers, and C-level executives.

Freelance UX Designer/Consultant

Pixbite | Feb 2022 - Present

- multi-tasked across different responsibilities for clients in agro-tech, marketing and web3;
- designed and optimized 8 web and mobile apps for local administration institutions.

UX/UI Designer

Sparktech Software | Jun 2020 - May 2021

- created wireframes, user flows, hi-fi mockups and prototypes, and contributed to the organisation's design system;
- collaborated with a cross-functional team to design and deliver over 100 mini-apps for web and touchscreen walls, used by KPMG consultants for interactive client sessions in 60 countries;
- streamlined knowledge sharing between AI/ML engineers and FE developers for a web-app which analyzed bias in AI, by designing flows, interactions and data visualisation specific to AI.

Architect/Architectural designer

Various architecture studios | Oct 2016 - Feb 2020

- created 2D/3D designs and technical drafts for architecture and interior design;
- collaborated with cross-functional teams to ensure alignment between specialties.

Education

Professional Diploma in UX Design

Glasgow Caledonian University and UX Design Institute | 2020-2021

Master's and Bachelor's Degree in Architecture (M.Arch and B.Arch)

Ion Mincu University of Architecture and Urban Planning | 2013-2019

Skills

Design

information architecture
interaction design
user flows
wireframing
lo-fi and hi-fi prototyping
responsive design

Design research

competition analysis
user research
journey maps
personas
usability inspection
heuristic evaluation

Collaboration

discovery workshops
stakeholder management
design critiques
team knowledge sharing