



# Curriculum Vitae Alin Buda

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## Profile & Objective

**Senior designer seeking role where proven skills in UX /UI will add value and solve problems.**

With an agency background and experience developing products both digital and analog I am a self-motivated technology enthusiast always ready to roll up my sleeves, learn and fix things.

## Technical skills

- Axure, Balsamiq Mockups, Coggle, Flinto
- PhotoshopTM, IllustratorTM , Sketch, Flinto, InVision

## Clients

**On the client list I am proud to name:**

Sainsburys/Argos, Portaltech Reply/SonyPlaystation, ZONE, SONY BMG, Virgin, Maersk Oil, Girl Effect, Flight Centre, BARCLAYS, Trojan Records, One Vison Health, Dr. Martens, BBC, E-ONE, William Hill, Reckitt Benckiser, NHS, Karmarama, The Scottish Government, AGIL (RO), WEST CITY HOTEL (RO), Net Solution (RO),Udviklings Agenterne (DK).



## Work experience & projects

### Senior UXA - Sainsbury's Argos (argos.co.uk) - June - August 2017

The most exciting e-commerce project I've been part of in 2017.

A fast-paced, positive environment working along a great team of professionals.

The actual experience is supported by groundbreaking technologies but being an evolving platform is still connected to legacy systems and sub-systems.

The objective of my participation was to improve conversion for various sections of the website.

The main tasks was to create a set of responsive components, modules and templates, that will help the product team to introduce in different ways thousands of products to millions of customers.

Each of these newly created modules and templates shall accommodate categories and subcategories of products sorted by various attributes, create context around products, new arrivals, stock clearance or sale events like Black Friday, Cyber Monday, July Saaale or Christmas/Easter Events.

The added challenge to this project, beyond creating an optimised and versatile tool was the context of this transformation - the transition of argos.co.uk platform from the existing CMS platform to a new, fully-customised CMS integrated with new tools and remaining connected to some legacy systems.

During the 3 months contract I have been:

- gathering/understanding the requirements through workshops and meetings with stakeholders and technical teams
- working together with the product team, UX/UI designers, copywriters and developers to deliver a functional experience
- creating responsive modules and components to be used as a foundation for future templates
- creating sets of responsive templates for special events and campaigns to accommodate different scenarios
- connecting the newly created templates with the existing user journeys and optimise the experience
- preparing prototypes for testing, optimise the templates based on the feedback from testing.
- exploring and document possible versions of the existing templates
- supporting the visual designers in creating the UI for the new modules and templates

### Senior UX/UI Designer - Reply (SONY Playstation) - December 2016 - June 2017

SONY Playstation MOLT must be one of the most complex and challenging projects I ever worked on.

In short, is a global PlayStation (Sony Computer Entertainment and Sony Network Entertainment) initiative that aims to modernize and standardize PlayStation product publishing and data management processes.

The aim of this project is to create a single publishing platform, accessible to both Sony's partners and internal users – a one stop shop for all their publishing and review needs.

The project was divided as a workload into work packages and I was involved as a UXD in one of the packages and worked as a UID across all the work packages - translating wireframes into pixel perfect sketch files.

The platform has 10+ user types each type with distinctive roles, different rights, and custom user journeys.

The greatest challenge was to match the business requirements of the system and sub-system capabilities.

Some parts of the platform are still integrated with legacy platforms and making sense of the user journey in between the different platforms was key. The whole project is developed in an AGILE environment.

During the 6 months contract I have been:

- gathering / understanding the requirements through workshops and meetings
- create user journeys for the purpose of testing
- optimize existing user journeys based on the learnings and new requirements
- build wireframes and prototypes for the purpose of testing the journeys and scenarios
- Produce pixel perfect interfaces for front-end development

### **Senior UX/UI Designer - Zone (London - UK) - July 2016 - October 2016**

One of the best places I ever worked so far. Awesome people in a productive and fun environment.

No wonder they attract interesting clients and work with world-class professionals.

The projects I was involved required deep understanding of clients and markets needs and team-work in an AGILE environment. Every aspect of collaboration with the client and within the international team was managed in a way that the whole team could synchronise and deliver.

During the 4 months contract I have been:

- gathering requirements through workshops and meetings
- research and test journeys
- redesign of user journey based on the learnings and new business strategy
- build wireframes and prototypes for the purpose of testing the journeys and scenarios

### **Senior UX Designer - Flight Centre (London - UK) - July 2015 - May 2016**

A great business proposition needs a great platform to connect people and products through great services.

The new Round the World Experts website was re-designed to capture the attention and excite those who love to travel.

A great project, along a great team of developers, all working in a fast pace AGILE environment.

The overhaul of the website was driven by the results of studies and tests and the new experience is built around the products and services.

The freshly created content creates the context where products become options and brand has its chance to (re)position, communicate and grow.

The project required a mix of skills: research UX and UI. For 6 months+ I have been:

- gathering requirements through workshops, meetings and sessions with the business and content team
- research and test of the old journeys
- analysis of the business proposition
- redesign of user journey based on the learnings and new business strategy
- build wireframes and prototypes for the purpose of testing the journeys and scenarios
- A/B test various pages using on-line tools
- create an UI Pattern Library for the new interface
- create and test Hi-Fi prototypes

### **UX Consultant - One Vision Health (London - UK) - June 2015 - July 2016**

One Vision Health is a dynamic company that specialise in design, development and support for mobile applications, websites and touch products for the healthcare and medical sector. Over the years they have developed a unique set of digital marketing and communication products that allow them to streamline campaigns and deliver the highest ROI. Being part of a great team of professionals always pays off. The challenges and the success always left with me a great deal of learnings and feed the hunger for new and meaningful.

The project I work on is an evolving framework where rich media serves healthcare in ways that 5 years ago would have not been possible. We hope that we are part of the next step in medical care and the learnings we gather today will constitute the base for the next generation applications that will help educate, monitor and improve the health of millions of users.

AnswerpackTM is a s great business proposition and the first results after launch are amazing.

Check the link (<http://onevisionhealth.co.uk/answerpack-web-video-platform/>) for details.

This project required a mix of skills: UX and UI.

For 12 months+ I have been involved in:

- gathering requirements through workshops, meetings and sessions with the business team
- research and development of a user profile
- analysis and refinement of the business proposition
- design of user journey based on the learnings and business strategy
- build wireframes ( desktop, mobile and tablet) for the purpose of testing the journeys and scenarios
- creating and testing prototypes

## **UX Designer - PCB Barclays Digital (London - UK) - November 2014 - May 2015**

One of the best digital businesses in the UK. With a massive turnover and millions of clients. A place of innovation, challenge and reward, a great learning environment too.

Working in a great team of designers who share the passion for great customer experience in digital banking.

The position requires a great deal of attention in understanding the propositions, building clear complex flows and prototypes using the latest techniques and technologies to create a great and safe journey.

Involved in testing analysis and research propositions like loan, mortgage and insurance online applications.

### **Online mortgage services - secure online forms (barclays.co.uk)**

Refreshing the online services for Barclays mortgages was not an easy gig. Working in a fast pace environment alongside business analysts, copywriters, system designers, proposition managers and developers to improve the user experience in the mortgage servicing area. The technology and the new business proposition made possible creating a shorter, safer, overall a better experience.

- gathering requirements
- research and test of the old journeys
- analysis of the business proposition from the customer experience perspective
- redesign of user flow
- wireframes and prototypes for the purpose of testing the journeys and scenarios

### **Barclays Home Insurance - marketing pages (barclays.co.uk)**

One of the most important propositions from Barclays that will go live this year. The new Barclays Home insurance developed in partnership with AVIVA.

The project has two important stages: first one, redefining the insurance proposition (restructure/bundle) and the second adapting the new structure to the new responsive UI of barclays.co.uk.

A complex project with many challenges that resulted in a smooth comprehensive journey for the customers.

My involvement here was mostly exercising the best UX practice and improve the experience following the business direction and Barclays brand guidelines.

- gathering requirements
- research and test of the old journeys
- analysis of the business proposition from the customer experience perspective
- redesign of user flow
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### **Online AIP - Agreement in Principle (barclays.co.uk)**

The increasing demand for mortgages from Barclays demands better and more efficient online tools.

To create better and more efficient tools you need well-defined business propositions. On such proposition was created the new online application form for the Agreement in Principle on barclays.co.uk.

My part was to recreate the AIP journey in a shorter, more efficient and responsive way. A challenging project that evolved in to a great new experience and created the development basis for a new set of tools for online use.

- gathering requirements
- research
- analysis of the business proposition from the customer experience perspective
- redesign of user flow
- wireframes and prototypes for the purpose of testing the journeys and scenarios

## **Senior Visual Designer - Digital Life Sciences - May 2014 - September 2015**

An award winning company, specialized in creating products, services and systems in healthcare.

The role was an inspiring position as a digital designer working with a team of highly skilled professionals in an AGILE Environment.

• Concept, redesign user journey, sketching and creating HD wireframes, creating UI for platforms, web and mobile tools.

Clients: NHS 24, NHS Liverpool, Scottish Government, PHILIPS, Riverside, Guy & St. Thomas, Kings Health Partnership and Digital Life Sciences.

### **Evelina London - Children Hospital**

Redefine user journey, concept, wireframing (sketch to HD), iterations, prototype guerilla user testing, UI design for the new website.

### **Vitality Partnership - Birmingham**

The Vitality Partnership provides high quality integrated primary and specialist care delivered by a dedicated team of GPs, Nurses and Specialist clinicians in Birmingham. The job was to improve user journey, iterate wireframes and create a visual interface for the portal and also for a web application that helps the members of the portal to monitor and learn about their own health.

In parallel I contributed to define user journey, wireframes and created the UI for the Vitality Health Hub Android app.

### **Digital Designer - (UI/Brand consultant) - OINK Creative - April 2014 - May 2015**

A small creative design agency, versatile and experienced working with digital and print projects. The role was to enhance user experience on websites and deliver pixel perfect visuals for web sites. Digital projects for SONY BMG, Trojan Records, Dr. Martens, BBC, E-ONE, William Hill and Reckit Benckiser (Durex- Social media project).

### **Trojan Records History Timeline website - (BMG) UX/UI**

Gathering requirements, redefine user journey, concept, wireframing (sketch to HD), iterations, user testing, UI design for the new website.

### **Digital video archive (BBC + William Hill) - UX/UI**

Gathering requirements, redefine user journey, wireframing, UI design for the video platform. (NDA)

### **Lead Designer - Brandise Communication LTD - March 2014 - Present**

#### **HeathTracker online platform development**

HealthTracker is a cloud based healthcare platform providing services for UK and EU healthcare professionals. The company specializes in paediatrics and participates in several EU grants allowing data capture across different sites to a central data repository for statistical analysis.

- UX overhaul of existing platform web sites
- Perform market research and competition analysis
- Redefine user journey
- Wireframing

#### **Blue Hex & Net Solution - Branding/UX/UI**

Helping to redefine a growing business specialised in online services.

- designing the research campaign
- research and analysis to determine the structure of the business communication,
- market and consumer profile (developing personasOO)
- creating the brand architecture
- naming and creating the visual identity for the whole structure
- developing concepts for both business branches (Hosting services + web development) • designing online and printed advertisement.
- structure, wireframe, prototyping, UI for business website.

#### **West City Hotel - Branding/UX /UI**

West City Hotel - Cluj, the first 5 story high design hotel in Romania, built exclusively on metal structure. • brand audit

- developing personas
- gathering requirements
- information architecture
- stakeholder workshops
- concept, sketches wireframing
- creating visual guidelines
- UI for website and on-line reservation tools.

### **Premium Dental - Branding/UX/UI**

Refreshing on-line communication for one of the most successful dental practices from western part of Romania.

- brand audit
- designing research tools (online surveys)
- developing personas
- gathering requirements
- stakeholders workshop
- concept, sketches wireframing • creating visual guidelines
- UI for company website.

**Creative Director - The Creative Group LTD (RO) 2009 - 2013**

**Art Director - The Creative Group LTD (RO) 2007 - 2009**

**Digital Designer - The Creative Group LTD (RO) 2005 - 2007**

**Junior Designer- The Creative Group LTD (RO) 2003 - 2005**

One of the most creative and productive advertising agencies in the Western part of Romania. This is the actual place where I was born as a creative professional.

10 years, 400+ projects for local and international market, lots of sweat and fun. • working with the clients to build and steer the vision for brands.

- mentoring the junior designers
- working with internal teams to generate ideas for pitching and proposals
- UX/UI Design for web applications and interactive presentations (FLASH)

## **Language skills**

- Romanian
- English

## **Volunteering in education**

**RIGHTS AND PIRACY - AIESEC ARAD 19/20/ MAY 2012**

A three hours interactive presentation on the subject of Trademark, registration, copyright and piracy in the digital world. The audience - students and start-up owners.

**34AD - AIESEC ARAD 5/6/7/ April 2011**

Together with Dalibor Vasiljevic - the owner of Rainfall Interactive and Claudiu Horeanu - PR Specialist at SIF Banat-Crişana we had a three days workshop for the students registered in AIESEC Association.

The event was followed by a three weeks internship for 5 students in our company (The Creative Group) - another chance for the students to develop skills required in advertising agencies and also to have a good time working on cool projects.

**OPERATING COMPUTER COURSE FOR CHILDREN January 1999 - October 2003**

A course initiated by ASADOBE Foundation (managed by Mr. Seth Cropsey) in cooperation with COMPAQ Inc.

Working as volunteer helping children aged 6 -15 years, mostly from the orphanages or from poor families to comprehend the basic operations in Windows OS environment and also to teach them how to use applications like MS Office Suite, mail clients and web browsers.

## **Thank you**

Have a great day!

