



# ANDREI TITUS ALEXA

Product Designer

✉ andreitus.alex@gmail.com

🌐 www.andreitusalexa.com

☎ RO: +4 (0)724 853063

## WORK EXPERIENCE

### Product Designer

*Tremend Software Consulting | Sep 2022 – Present*

### UI/UX Designer

*OxA Technologies | Aug 2022 – Sep 2022*

- Created various flows and interfaces for the FOX Deportes and USFL web platforms.
- Expanded the design system with various elements that work for mobile, tablet and desktop screens.
- Worked alongside the developers to present the flows, hand in the designs and do visual QA on the testing platform.

### UI/UX Designer

*Fintama | Mar 2022 – Jul 2022*

- Designed an entire flow and created the prototype for an investment management platform.
- Created a design system with font styles and colour styles that can be used on multiple files in order to improve the design workflow.
- Designed a new website for the company in order to showcase the services and the solutions that we offer.
- Refreshed the company's branding colours and fonts to improve them from an accessibility point of view.

### UI/UX Designer

*GameStake LTD | Nov 2020 – Mar 2022*

- Designed from scratch an entire mobile application that was published on the App Store.
- Created an entire design system with assets and components in order to improve the design workflow.
- Designed and built an entire website using Figma and Unbounce to showcase the GameStake App.
- Designed the user flow and the user interface for the GameStake web platform (both the mobile and the desktop version).
- Optimized the Landing Page to have a 16.5% conversion rate and a 16% bounce rate over an entire month.
- Refreshed the company's branding to improve its aesthetics and to make it pass the accessibility tests.

## EDUCATION

### BSc Digital Design

*Brunel University London*

Grade: First Class Honours

Sep 2016 – Jun 2020

### Computer Science

*Tudor Vianu National College of Computer Science*

Sep 2012 – Jun 2016

## SKILLS

### Design

User Interface Design

Wireframing

User Flows

Prototyping

Responsive Design

Design Systems

Web Accessibility

UX Writing

Usability Testing

Graphic Design

Print Design

Motion Graphics

### Technical

Figma

Adobe XD

ProtoPie

Adobe Creative Cloud

Microsoft Office

Jira

Miro



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## WORK EXPERIENCE

### Co-Founder and Designer

*Berry Studio | Sep 2020 – Present*

- Designed various digital artefacts (posters, banners, maps) to complete the experience of the virtual exhibitions.
- Designed professional documents and presentations to display the products and services to the clients.
- Created a website using Squarespace to showcase the company's vision and previous projects.

### Book and Print Manager

*Brunel Digital | Oct 2019 – Jun 2020*

- Designed various layouts and graphic elements that were used to deliver a 200-page book (FutureProof Book).
- Researched different sustainable print materials and features for banners, boards, covers and books.
- Used Google Workspace to manage all the files and assets that were part of this project.

### Junior Graphic Designer

*Brunel University London | Sep 2018 – Aug 2019*

- Created various artefacts for both digital (animations, web banners, social media assets) and print (posters, brochures, banners, leaflets) using the Adobe Creative Suite.
- Communicated with multiple clients to fulfil their views and requirements as well as respecting their deadlines.
- Worked in a team with three experienced graphic designers.

### Freelancer

*Designed assets for events on Facebook | Sep 2017 – Jan 2018*

- Created logos and digital banners using the Adobe Creative Suite
- Worked with and built a rapport with clients, ensuring they were always satisfied with the work that I was doing, by providing a high level of customer service.
- Researched and applied the Facebook's design guidelines for the event's pages.

## SKILLS

### Programming

HTML

CSS

PHP

### Languages

English

Romanian

## INTERESTS

### Photography

Architectural

Minimalist

Black and white

Long exposure

Double-exposure

Urban Exploration

### Sports

Billiards

Karting

Football

Ping Pong

Basketball