

Alexandru Sinov

SENIOR UX DESIGNER

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AT A GLANCE

T-shaped designer with 17+ years of experience in UI/UX Design, specialised in building products and managing teams that solve problems with meaningful experiences. Through research, workshops, designing, prototyping, stakeholder management, takes products from idea to launch for companies in industries ranging from e-commerce, software development, cyber security, governmental administration and banking.

SKILLS

UI/UX Design • Visual Design • Information Architecture • Interaction Design • UX Writing • User flows • Rapid Prototyping • Wireframing • Design Libraries • Style Guides • Pattern Libraries • Design Systems • Micro interactions • Personas • Data analysis • A/B Testing • User Testing • User Interview • Card Sorting • Design Ops • Design Management • Certified Product Owner (CSPO) • SCRUM • Agile • English • French (beginner)

Sketch • Adobe Xd • Figma • Abstract • Zeplin • InVision • Photoshop • Illustrator • Axure

WORK EXPERIENCE

2022 – 2023
Brussels, Belgium

UX Expert // ING Bank – Daily Banking & Insurance

Improved conversion rates by 5-15% through 6 UX Expert reviews for flows considered most important by ING in Q2 & Q3 2022.

Started, led, and delivered a new track - Project Atomium - through UX research, PACE methodology, stakeholder management, design sprints and testing, spanning 3 tribes.

Totally redesigned two insurance flows - Car and Travel insurance - making use of research, PACE methodology, workshops, stakeholder management and testing.

2018 – 2022
Brussels, Belgium

Senior UI/UX Designer // European Commission

Added 3 major component groups for ECL (Europa Component Library), through full-stack design, from using user research to prototyping, testing and design specs. Maximised usability and ensured AA accessibility.

Delivered 11 Content Types. Strong collaboration with User Experience and Usability teams.

Assisted the migration of 4 Content Types from Drupal 7 to 8 by supporting Engineering and Product teams with designs, prototypes, mock-ups, alternative ideas.

2016-2018
Bucharest, Romania

Senior Product Designer // Avira

Design Competency Leader. Managed the design review, day-to-day activity and output of the design team. Liaison between the team and Management.

Improved overall usability by up to 19% on products through full-stack design from using user research to prototyping, testing, and design specs.

Reduced cognitive load by up to 30% on desktop products, decreasing user churn.

Increased overall performance by up to 30% by creating new design patterns.

Over 4.5 out of 5 rating / 800.000+ downloads for the mobile products, keeping them in app store's security Top 10.

Initiated and managed the creation of the Avira Design System.

2015 – 2016
Bucharest, Romania

Cross-Channel UI/UX Designer // Avira

Increased conversion rates by 1.5% by unifying and improving website and product entry points to the company store.

Reduced shopping cart abandonment by 4% by optimizing the website purchase funnel and the shopping cart experience.

Improved Year-Over-Year license renewal by 2% through an optimized license lifetime UX on all touchpoints.

Improved processes and delivery velocity by ensuring the coherence of design, User Experience and Usability between departments.

2014 – 2015
Bucharest, Romania

UI/UX Designer // Creadiv

Delivered 5 ecommerce websites (Magento and custom) for small to medium-sized businesses. Optimized conversion rates & purchase funnel through UI and UX Design.

2004 – 2015
Bucharest, Romania

UI/UX Designer // Freelance

CRM UX design for a big German company. UI/UX work for the European Environment Agency. Tutorial writing for Chip, the largest computer magazine in Germany. 1st prize winner e-commerce website. Presidential campaign design and guerilla marketing staff member.

EDUCATION AND CERTIFICATIONS

Accessibility Lvl.1 – Deque University

Certified Scrum Product Owner® - CSPO

Credential ID: 001090215

Introduction to Agile and SCRUM

Credential ID: qklkglo417

National School of Political and Administrative Studies SNSPA

Faculty of Communication and Public Relations