

# Alexandru Sinov

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## AT A GLANCE

T-shaped designer with 20+ 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, banking and insurance.

## CERTIFICATIONS

- Certified Professional in Web Accessibility Level 1 • [Deque University](#)
- Certified Scrum Product Owner® - CSPO Credential ID: 001090215
- Certified Intro to Agile and SCRUM Credential ID: qk1kglo417

## WORK EXPERIENCE

2022 – 2023  
Brussels, Belgium

### UX Expert // ING Bank – Daily Banking & Insurance

Improved conversion rates by +15% through 6 UX Expert reviews for critical KPIs considered most important by ING in Q2 & Q3 2022.

**Principal UX:** started, led, and delivered a new track – Project Atomium - through UX research, [PACE methodology](#), stakeholder management, design sprints and testing, spanning 3 tribes.

**Principal UX:** led the full redesign of two user flows critical for the insurance tribe, Car Insurance and Travel insurance – making use of research, PACE methodology, workshops, stakeholder management and testing.

2018 – 2022  
Brussels, Belgium

### Senior Product 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 Research and Usability teams.

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

**Technical Project Lead:** merger of two design systems, the European Commission (ECL) and European Union design system.

2016-2018  
Bucharest, Romania

## Principal Product Designer // Avira GmbH

**Design Competency Leader.** Managed the design review, day-to-day activity and output of the design team. Liaison between the team and Management. Initiated and managed the creation of the Avira Design System.

### Full redesign of Avira Antivirus (Windows, MacOS, iOS, Android)

- 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 / 1.800.000+ downloads for the mobile products, keeping them in app store's security Top 10.

2015 – 2016  
Bucharest, Romania

## Cross-Channel UI/UX Designer // Avira GmbH

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 **GEZE**, world leader in building technology solutions.
- **UI/UX** work for the **European Environment Agency**.
- Tutorial writing for Chip, the largest computer magazine in Germany.
- **1<sup>st</sup> prize** winner e-commerce website.
- **Presidential campaign** design and guerilla marketing staff member.

## 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 · Sketch · Adobe Xd · Figma · Abstract · Zeplin · InVision · Photoshop · Illustrator · Axure