



Alexandru Sinov

www.alexsinov.com · alexsinov@gmail.com · +40726699813

AT A GLANCE

T-shaped Senior Product Designer with 20+ years of experience designing features for complex enterprise and security products, from concept to launch. Turns user research and customer insights into concepts, prototypes and design specifications, and runs requirements workshops with engineering teams. Background in cyber security (Avira), WCAG AA design guidelines and design systems, and AI-augmented design, with measurable impact (+401% monthly active users at SS&C Intralinks, +15% conversion at ING, +19% usability at Avira).

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: qkkglo4l7

WORK EXPERIENCE

2024 – Present
Bucharest, Romania

Senior UX/Product Designer // SS&C Intralinks

SS&C Intralinks DealCentre Mobile: designed the mobile app experience, launched on 11 December 2025. In the last eight months (Feb-Sep), monthly active users grew by +401%, reaching 1,987 unique users across 1,450+ M&A deal rooms.

Notable companies: J.P. Morgan Securities, Deloitte Financial Advisory, Veolia Environnement, Infineon Technologies, Berkshire Hathaway

SS&C Intralinks DealCentre DCM (Debt Capital Markets): designed three core features using an AI-augmented design workflow, all in active development:

- **BookBuilder**, the syndicated-loan bookbuilding experience, from multi-tranche deal setup to investor invitations. Received very positive feedback from representatives of **Citibank** and **National Australia Bank (NAB)**.
- **PvP (Public vs Private)**, which separates public-side and private-side investor access.
- **Q&A** for debt deals.

SS&C Intralinks VIA: designed the VIA mobile app experience and its App Store presence, carrying one visual language from the product through to the store listing. The app was **launched on 12 October 2026**.

Other SS&C Intralinks products:

- **DealVault**, a deal archive and rehydration platform for M&A.
- **SecurityHub**, a platform for cybersecurity, compliance and user management across all SS&C Intralinks applications, in continuous development.
- **Support360**, the internal tool used by the SS&C Intralinks Support team.

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 (decoupled onboarding) - 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 and Travel insurance – through research, design sprints and requirements workshops with the NN technical team, stakeholder management and testing. Improved conversion rates by 5% and 8.2% respectively.

2018 – 2022

Brussels, Belgium

Senior UI/UX Designer // European Commission

Added 3 major component groups to ECL (Europa Component Library), the design system of 500+ EC websites, from user research to prototyping, testing, design specs and usage guidelines, ensuring WCAG AA accessibility.

Delivered 11 Content Types (page templates for Commission websites) with the 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. Led and mentored the design team: design reviews, day-to-day activity and output. 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.
- **1st prize** winner e-commerce website.
- **Presidential campaign** design and guerilla marketing staff member.

SKILLS

Product Design · User-Centered Design · AI-augmented workflows · User Research · Usability Testing · User Interviews · Requirements Workshops · Design Sprints · Concepts & Prototyping · Design Specifications · Design Guidelines · Content Templates · Design Systems · Accessibility (WCAG AA) · Interaction Design · Information Architecture · User flows · Wireframing · Visual Design · UX Writing · Stakeholder Management · Cross-functional Collaboration · Data analysis · A/B Testing · Cyber Security UX · Enterprise UX · Mentoring · Certified Product Owner (CSPO) · SCRUM · Agile · Figma · Axure · Photoshop · Illustrator · HTML · CSS

REFERENCES

- [Tony Lapolito](#) · SVP Product and Design, SS&C Intralinks
- [Ciprian Pălici](#) · User Experience (UX) Manager, SS&C Intralinks
- [Monica Teodorescu](#) · Product Manager