

ALEXANDRU SINOV

SENIOR PRODUCT DESIGNER

Brussels-based T-shaped designer, with strong experience in UI and UX design, passionate about building products that solve problems with meaningful experiences — advocates for little details that make a big difference.

Proven results and over 15+ years experience researching, sketching, designing, prototyping and taking products from idea to launch.

Worked with small and big companies in industries ranging from e-commerce, software development, cyber security and governmental administration.

Website

www.alexsinov.com

Mobile

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Email

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EMPLOYMENT (LATEST)

- 2018 - present **European Comission**
Senior UI/UX Designer
Building and maintaining components for the European Commission design system, called ECL. Content Type design.
- 2015 - 2018 **Avira**
 - Senior Product Designer**
Design Competence Group Lead
Building a Design System.
Avira Antivirus for Windows, Android, iOS, MacOS
 - Cross-channel Senior UX/UI Designer**
UX work for the website, purchase funnel, licence renewal lifecycle on all its touchpoints
 - Senior UX/UI Designer**
Web design for the website, UX work for the purchasing funnel
- 2014 - 2015 **Best Web Image/Creadiv**
UI/UX Designer
E-commerce platform design implementation, customization and optimization
- 2002 - 2020 **Pixelsheep.ro**
Freelance UX/UI Designer
Projects ranging from websites and e-commerce to european portals

PROFESSIONAL

UI/UX Design • Information Architecture • Interaction Design • UX Writing

User flows • Rapid prototyping • Wireframing • Design libraries • Style guides • Pattern Libraries • Micro interactions • Design Ops

Personas • Data analysis • A/B Testing

Certified Product Owner (CSPO) • SCRUM

PERSONAL

Pragmatic • Data driven • Self starter • Team Player • Flexible • Agile • Communicator • Facilitator

ACHIEVEMENTS

Avira Antivirus (PC, MacOS)

- Featured in articles from **TechRadar**, **Tom's Guide**, **PCMag**, **Mashable**, **Macworld**
- 8-10+ million € quarterly revenue

Avira Antivirus Mobile Security (Android, iOS)

- Featured in articles from **TechRadar**, **Tom's Guide**, **PCMag**, **Android Authority**, **PCWorld**
- Over 720.000 downloads
- 4.6 average rating

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REFERENCES

● **Kai (Schimpf) Brielmaier**
Software Group Lead & Product Manager
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● **Victor Mihaie**
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● **Kevin Ambrogi**
Senior Product Owner
European Commission

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