



Hello, my name is Alin Buda. I do UX and UI.

+44 (0) 74 7313 56 53 ← That's my mobile number.

Too soon? OK, you can find it again at the end of this document.

Profile & Objective

I'm after roles where proven skills add value and solve problems.

With an agency background and 15 years of experience developing products, both digital and analog, I am a self-motivated technology enthusiast always ready to roll up my sleeves, learn and make things better.

Tools

Fully equipped and insured. Up to date hardware and licensed software.



Axure



Sketch



InVision



Photoshop



Illustrator



Trello



JIRA



Confluence

Clients

Proud to name some of my clients:

90% of Everything/Zodiac Maritime, ZONE/Cognizant, BMW, Argos, BARCLAYS, SonyPlaystation, SONY BMG, Virgin, Maersk Oil, Girl Effect, Flight Centre, Trojan Records, One Vision Health, Dr. Martens, BBC, E-ONE, William Hill, Reckitt Benckiser, NHS, Karmarama, AGIL (RO), Net Solution (RO), Digital Life Sciences, START Agency, FireDrake.

Some of the work is still under NDA, but you can still see few examples of my contribution on [Brandise.Studio](https://brandise.studio)

What I'm after

I am interested in projects built around opportunities, projects that disrupt, change, improve and most importantly, have both my client and their customer, at heart.

Beside solving problems for my clients, I am trying to keep up with technology, learning and trying new stuff every day. I am interested in projects that combine traditional ways of interacting with machines and next generation interactions: gesture and voice in environments like Augmented and Virtual Reality.

Projects and work experience

Mar - Nov 2018

90 % of Everything

Product Designer

Working together with an amazing team of designers to deliver a platform built to service the maritime industry.

For 9 months I've learned a lot, I've fixed and built from scratch. My responsibilities were:

- gather the requirements through workshops with stakeholders and clients,
- map the user experience and eliminate pain points,
- build flows based on scenarios and optimise routes,
- design wireframes to map product content and functionalities,
- prototype and test,
- iterate and support the development team,
- design the UI based using component library elements,
- build a widget library for the prototyping tools (Axure).

Jan - Feb 2018

Zone Agency

UX Architect

Back in King's Cross with the amazing people of Zone Agency (now part of Cognizant Digital Business). This time, working on a cool project for **BMW**. An interesting combo of web, iOS native applications and dedicated automotive hardware.

In this project I rolled up my sleeves for:

- gathering the requirements through workshops and meetings with stakeholders and technical team,
- creating a detailed user experience map to help identifying the "happy path" and reduce the pain points,
- building flows based on scenarios and finding the optimal routes for the users,
- designing wireframes to map the content and functionalities,
- rapid prototyping for mobile and desktop,
- supporting visual designers in creating the UI for the new experience.

Dec 2018

Firedrake

Digital Designer

A short and sweet remote project helping the internal team and collaborators produce a set of digital documents and assets to support a brand new business plan and strategy. I was responsible for:

- gathering/analysing the requirements,
- developing digital documentation for the Business plan,
- design digital assets to be used across all channels (digital and print).

Nov 2017

Start Agency

UX/UI Designer

Post-austerity Britain has been forced to keep the belt tight while the interest rates have been frozen to a record-low. So the clients earn next to nothing when saving the money in the bank.

However, this was not the only problem. Beside a flat benefit in terms of interest, 3/4 of the clients have no idea about how investment tools work, hence the lack of confidence to act.

The **Smart Investor** project's aim was to help build a nation of smart and confident investors by creating an accessible platform of knowledge and a set of tools to start investing in a smart way. While the creative team was developing a smart and engaging campaign, I was assigned to work along the internal team and find a way to re-design the current experience.

I was responsible for:

- gathering/understanding the requirements through workshops and meetings,
- working together with the product team, UX/UI designers, copywriters and developers to deliver a functional experience,
- designing responsive modules and components to be used as a foundation for future templates,
- creating sets of responsive templates for special events and campaigns to accommodate different scenarios,
- connecting newly created templates with existing user journeys and optimise the experience,
- preparing prototypes for testing, optimise templates based on feedback from testing,
- exploring and document possible versions of the existing templates,
- supporting visual designers in creating the UI for the new modules and templates.

Jun - Aug 2017

Sainsbury's Argos

UX Architect

The most exciting e-commerce project I have been part of in 2017.

A fast-paced, positive environment working with a great team of professionals.

The actual experience is supported by ground-breaking technologies but being an evolving platform is still connected to legacy systems and sub-systems.

My job was to improve conversion for various sections of **argos.co.uk**. The main task was to create a set of responsive components, modules, and templates, that will help the product team to introduce in different ways thousands of products to millions of customers.

Each of these newly created modules and templates shall accommodate categories and subcategories of products sorted by various attributes, create context around products, new arrivals, stock clearance or sale events like Black Friday,

Cyber Monday, July Sale or Christmas/Easter Events.

The added challenge to this project, beyond creating an optimised and versatile tool, was the context of this transformation - the transition of argos.co.uk platform from the existing CMS platform to a new, fully-customised CMS, integrated with new tools while remaining connected to some legacy systems.

During the 3 months contract I have been:

- gathering/understanding the requirements through workshops and meetings with stakeholders and technical teams,
- working together with the product team, UX/UI designers, copywriters and developers to deliver a functional experience,
- creating responsive modules and components to be used as a foundation for future templates,
- creating sets of responsive templates for special events and campaigns to accommodate different scenarios,
- connecting newly created templates with existing user journeys and optimise the experience,
- preparing prototypes for testing, optimise templates based on the feedback from testing,
- exploring and document possible versions of the existing templates,
- supporting visual designers in creating the UI for the new modules and templates .

Dec 2016 - June 2017

Sony PlayStation

UX/UI Designer

SONY Playstation MOLT must be one of the most complex and challenging projects I ever worked on. In short, it is a global PlayStation (Sony Computer Entertainment and Sony Network Entertainment) initiative that aims to modernize and standardize PlayStation product publishing and data management processes.

The aim of this project was to create a single publishing platform, accessible to both Sony's partners and internal users – a one-stop shop for all their publishing and review needs.

The project was divided as a workload into work packages and I was involved as a UXD in one of the packages and worked as a UID across all the work packages - translating wireframes into pixel-perfect sketch files.

The platform has 10+ user types each type with distinctive roles, different rights, and custom user journeys.

The greatest challenge was to match business requirements of the system and sub-system capabilities. Some parts of the platform are still integrated with legacy platforms and making sense of the user journey in between the different platforms was key. The whole project is developed in an AGILE environment.

During the 6 months contract I have been:

- gathering/understanding the requirements through workshops and meetings,
- create user journeys for the purpose of testing,
- optimize existing user journeys based on the learnings and new requirements,

- build wireframes and prototypes for the purpose of testing the journeys and scenarios, • produce pixel-perfect interfaces for front-end development.

Jul - Oct 2016

Zone

UX/UI Designer

One of the best places I ever worked so far. Awesome people in a productive and fun environment. The projects I was involved required a deep understanding of clients and markets needs and team-work in an AGILE environment. Every aspect of collaboration with the client and within the international team was managed in a way that the whole team could synchronise and deliver.

During the 4 months contract I have been:

- gathering requirements through workshops and meetings,
- research and test journeys,
- redesign of user journey based on the learnings and new business strategy,
- build wireframes and prototypes for the purpose of testing the journeys and scenarios.

Jul 2015 - May 2016

Flight Centre

UX/UI Designer

A great business proposition needs a great platform to connect people and products through great services. The new Round the World Experts website was re-designed to capture the attention and excite those who love to travel.

A great project, along a great team of developers, all working in a fast pace AGILE environment. The overhaul of the website was driven by the results of studies and tests and the new experience is built around the products and services.

The freshly created content creates the context where products become options and brand has its chance to (re)position, communicate and grow.

The project required a mix of skills: research UX and UI. For 6 months+ I have been:

- gathering requirements through workshops, meetings and sessions with the business and content team, • research and testing old journeys,
- analysis of the business proposition,
- redesign of user journey based on the learnings and new business strategy,
- build wireframes and prototypes for the purpose of testing the journeys and scenarios, • A/B test various pages using on-line tools,
- create an UI Pattern Library for the new interface,
- create and test Hi-Fi prototypes.

Jun 2016 - Jul 2016

One Vision Health

UX Consultant

One Vision Health is a dynamic company that specialises in design, development and support for mobile applications, websites and touch products for the healthcare and medical sector. Over the years they have developed a unique set of digital marketing and communication products that allow them to streamline campaigns and deliver the highest ROI. The project I work on is an evolving framework where rich media serves healthcare in ways that five years ago would have not been possible.

This project required a mix of skills: UX and UI.

For 12 months+ I have been involved in:

- gathering requirements through workshops, meetings and sessions with the business team, • research and development of a user profile,
- analysis and refinement of the business proposition,
- design of user journey based on the learnings and business strategy,
- build wireframes (desktop, mobile and tablet) for testing the journeys and scenarios,
- creating and testing prototypes.

Nov 2014 - May 2015

Barclays

UX Designer

One of the best digital businesses in the UK. With a massive turnover and millions of clients. A place of innovation, challenge and reward, a great learning environment too.

The position required a great deal of attention and understanding of the propositions, building clear complex flows and prototypes using latest techniques and technologies to create a great and safe journey.

I was also involved in testing analysis and research propositions like loan, mortgage and insurance online applications.

Online Mortgage Services - secure online forms (barclays.co.uk)

Refreshing the online services for Barclays mortgages was not an easy gig. I worked in a fast pace environment alongside business analysts, copywriters, system designers, proposition managers and developers to improve the user experience in the mortgage servicing area. My tasks:

- gather requirements,
- research and test the old journeys,
- analysis of the business proposition from the customer experience perspective,
- redesign of user flow,
- wireframes and prototypes for the purpose of testing the journeys and scenarios.

Barclays Home Insurance - marketing pages (barclays.co.uk)

One of the most important propositions from Barclays that will go live this year. The new Barclays Home insurance developed in partnership with AVIVA. The project has two important stages: redefining the insurance proposition (restructure/bundle) and adapting the new structure to the new responsive UI of barclays.co.uk.

A complex project with many challenges that resulted in a smooth comprehensive journey for the customers.

My involvement here was mostly exercising the best UX practice and improve the experience following the business direction and Barclays brand guidelines. So I:

- gathered requirements,
- researched and tested the old journeys,
- analysed the business proposition from the customer experience perspective, • redesigned the user flow,
- wire-framed and prototyped for testing journeys and scenarios.

Online AIP - agreement in principle (barclays.co.uk)

Increasing demand for mortgages from Barclays requires better and more efficient online tools. To create better and more efficient tools you need well-defined business propositions. On such proposition was created the new online application form for the Agreement in Principle on barclays.co.uk.

My part was to recreate the AIP journey in a shorter, more efficient and responsive way. A challenging project that evolved into a great new experience and created the development basis for a new set of tools for online use. My tasks:

- gathering requirements,
- research,
- analysis of the business proposition from customer experience perspective,
- redesign the user flow,
- wireframes and prototypes for testing journeys and scenarios.

May 2014 - Sep 2015

Digital Life Sciences

UI Designer

Senior Visual Designer, Digital Life Sciences, May 2014 - September 2015

An award winning company, specialized in creating products, services and systems in healthcare.

As digital designer, I was responsible for:

- Concept, redesign user journey, sketching and creating HD wireframes, creating UI for platforms, web and mobile tools.

Evelina London, Children Hospital

Redefine user journey, concept, wire-framing (sketch to HD), iterations, prototype guerrilla user testing, UI design for the new website.

Vitality Partnership, Birmingham

The Vitality Partnership provides high quality integrated primary and specialist care delivered by a dedicated team

of GPs, Nurses and Specialist clinicians in Birmingham. The job was to improve user journey, iterate wireframes and create a visual interface for the portal and also for a web application that helps the members of the portal to monitor and learn about their own health.

In parallel I contributed to define user journey, wireframes and created the UI for the Vitality Health Hub Android app.

Apr - May 2014

OINK Creative Agency

Digital Designer / Brand Consultant

A small creative design agency, versatile and experienced working with digital and print projects. The role was to enhance user experience on websites and deliver pixel-perfect visuals for web sites. Digital projects for **SONY BMG, Trojan Records, Dr. Martens, BBC, E-ONE, William Hill and Reckit Benckiser** (Durex - Social media project).

Trojan Records History Timeline website - (BMG) UX/UI

- gathering requirements
- redefine user journey, concept,
- wire-framing (sketch to HD), iterations
- user testing
- UI design for the new website.

Digital video archive (BBC + William Hill) - UX/UI

- gathering requirements
- redefine user journey
- wire-framing,
- UI design for the video platform.

Mar 2013 - Present

Brandise Studio

Founder

HeathTracker

HealthTracker is a cloud based healthcare platform providing services for UK and EU healthcare professionals.

The company specializes in paediatrics and participates in several EU grants allowing data capture across different sites to a central data repository for statistical analysis.

- UX overhaul of existing platform web sites
- perform market research and competition analysis
- redefine user journey
- wire-framing

Blue Hex & Net Solution

Redefining a growing business specialised in online services (internet domains and hosting).

- designing the research campaign
- research and analysis to determine the structure of the business communication,
- market and consumer profile (developing personas)
- brand architecture
- naming and creating visual identity for the whole structure
- developing concepts for both business branches (hosting services + web development)
- • designing online and printed ads

Sep 2003 - Jan 2013

Creative Group (RO)

Creative Director 2009 - 2013

Art Director 2007 - 2009

Graphic Designer 2005 - 2007

Junior Designer 2003 - 2005

One of the most creative and productive advertising agencies in the Western part of Romania.
This was the actual place of birth for my design career.

10 years, **400+** projects for local and international market, lots of sweat and fun

- working with clients to build and steer vision for brands.
- mentoring the junior designers
- working with internal teams to generate ideas for pitching and proposals
- UX/UI Design for web applications and interactive presentations

Volunteering in education

RIGHTS AND PIRACY - AIESEC ARAD 19/20/ MAY 2012

A three hours interactive presentation on the subject of Trademark, registration, copyright and piracy in the digital world. The audience - students and start-up owners.

34AD - AIESEC ARAD 5/6/7/ April 2011

Together with Dalibor Vasiljevic - the owner of Rainfall Interactive and Claudiu Horeanu - PR Specialist at SIF Banat-Crişana we had a three days workshop for the students registered in AIESEC Association. The event was followed by a three weeks internship for 5 students in our company (The Creative Group) - another chance for the students to develop skills required in advertising agencies and also to have a good time working on cool projects.

OPERATING COMPUTER COURSE FOR CHILDREN January 1999 - October 2003

A course initiated by ASADOBE Foundation (managed by Mr. Seth Cropsey) in cooperation with **COMPAQ Inc.** Working as volunteer helping children aged 6 -15 years, mostly from the orphanages or from poor families to comprehend the basic operations in Windows OS environment and also to teach them how to use applications like MS Office Suite, mail clients and a guide for safety on internet.

Get in touch.



← Just open your camera app and scan this for my contact details.