

Hello, my name is Alin Buda.

I'm a Senior Product Designer, and I work assisted by AI.

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Profile and objective.

I'm a Design Generalist with a clear mission: adding value to customers and business.

I speak business and understand expectations when working with other designers, DevOps, Marketing, and Operations.

I fit easily into cross-functional teams and function well as an IC.

Naturally curious, I'm keen to understand the technologies powering your business.

I love experimentation, care deeply about valuable ideas and constructive criticism, and am comfortable with ambiguity.

Experience - a selection of roles.

Apr 2023 - Jul 2024

Transdimensional [Saas] - www.transdimensional.ltd

Founder & Senior Product Designer

Transdimensional is a tiny startup with a big ambition: to change how we collaborate in the tech startup world. Being a solopreneur, I had a lot on my plate. Here are a few things that I worked on:

- Developed an innovative framework and cloud application for small and medium-sized businesses.
- Designed Paradigm StageOne, a robust product to fix collaboration in tech SMEs.
- Created a program specifically for tech startups to help them establish a solid collaborative foundation.
- Pitched to investors to secure funding and drive forward the vision of enhanced collaboration for tech startups and SMBs.

Jun 2022 - Apr 2023

PEI Group [Business Intelligence] - www.pei.group

Senior Product Designer / Contract

PEI Group is a business intelligence company based in London, UK. For almost a year, I've worked on a few exciting things:

- Enhancing business intelligence infrastructure for 17 global brands.
- Audited systems, mapped user flows, and created a service blueprint.
- Building templates and structures for the migrated and updated content.
- Enabled PEI's transition from third-party to proprietary infrastructure at a critical time.
- Saved resources and improved the experience and efficiency of the product and marketing teams.

Nov 2020 - Mar 2022

Zalando [E-commerce/Terrestrial Logistics] - www.zalando.co.uk

Senior Product Designer / Contract

I worked with a fantastic team for almost two years to re-design Zalando's logistics platform, designing five applications.

- Interviewed workers, mapped flows, and eliminated unnecessary friction to optimise processes.
- Designed assets and established the foundation of the Design System.
- Supported the engineering team in data stream design.
- Improved visibility into previously unquantifiable activities. [Yard & Dock Application]
- Introduced new tools for planning and supervising equipment movement. [Yard & Dock Application + Tour Management]
- Optimised the transportation and transfer of goods across first-mile, middle-mile, and last-mile logistics. [Transport Overview]
- Enhanced payment efficiency, visibility and transparency for invoice reconciliation. [Invoice Reconciliation Application]

Dec 2018 - Sept 2020 • Mashroom & Tepilo [Prop-tech] Service Designer / Contract

Mar - Nov 2018 • 90 % of Everything [Maritime Logistics] Product Designer / Contract

Dec 2016 - June 2017 • Sony PlayStation [Entertainment] UX/UI Designer / Contract

Sep 2003 - Jan 2013 • The Creative Group [Creative Agency] / Full-time employee

Relevant Education and Certifications.

AI for Business Mini-MBA - Greg Shove - Section School NY - 2023

We focused on AI integration in business strategies, prompt engineering, and stakeholder management, equipping me with cutting-edge knowledge to drive innovation and efficiency in business processes.

The Brand Strategy Sprint - Scott Galloway - Section School NY - 2023

Developed skills in creating strong brands through core beliefs, differentiation, and storytelling, essential for enhancing brand value and market positioning.

The Product Principles Sprint - Adam Alter - Section School NY - 2023

Gained insights into product value psychology, niche identification, and customer engagement, which are critical for developing products that meet market needs and drive customer satisfaction.

The [Product] Positioning Sprint - April Dunford - Section School NY - 2023

Focused on product positioning strategies for B2B tech startups and Fortune 500 companies, providing valuable techniques to market effectively and position products in competitive landscapes.

The Product Strategy Sprint - Gibson Biddle - Section School NY - 2023

This course, led by Netflix's former VP of Product, focused on creating game-changing product features and strategic product management, vital for driving product innovation and market success.

Designing Good Services - Lou Downe, The School of Good Services - 2022

Covered 15 principles of good service design, emphasising user needs and problem identification, crucial for delivering exceptional customer experiences and improving service quality.

Generative AI - Google Cloud - 2023

Introduction to Generative AI - Gwendolyn Denise Stripling, Ph.D.

Introduction to LLM - John Ewald

Volunteering.

Support and Mentoring - Sep 2020 - Present

I am mentoring an ambitious Kenyan and a gifted South Sudanese, inspired by a life-changing mentorship received in early 2000. Fostering hope and growth, creating a rewarding and humbling experience for all involved.

Asociația Casa Bună [NGO] - Jun 2020 - Present

Designed and built a communication platform for this specialised Romanian NGO.

Part of a significant initiative making a lasting impact on the community.

You can find more about this fantastic story here: <https://asociatiacasabuna.ro/>

Yes, Free Books! - Jan 2021 - Present

I have initiated a social experiment that encourages community care by sharing books.

We distributed approximately 3,000 books through three community boxes.

You can learn more by visiting <https://yesfreebooks.com>.

Hydroponics Africa - Sep 2015 - Present

Support a Kenyan business in making food affordable by designing and building their first and second website.

Educate and support their communication efforts, learning about different cultures and markets.

You can find more about their story here: <https://hydroponicsafrica.org/>

Computer course for disadvantaged children - Asadobe Foundation - Jan 1999 - Oct 2003

I taught introductory computer operations to 30+ children aged 6-15 from orphanages and low-income families.

Covered essential skills such as using MS Office Suite, email clients, and internet safety.

Get in touch.

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