

Hello, my name is Alin Buda.

I design digital products and services assisted by AI.

Profile & Objective

I am a Design Generalist with a clear mission: to add value to customers and the business.

With a holistic approach to projects, I design products and services that deliver value.

- On re-reading the above, I realize I need to differentiate myself more clearly. So, let me try again...

I love being part of a great design team but can also operate as a team of one.

I speak business. I understand (read: love) Product Level Frameworks and know what is required of me when working directly with the DevOps, Marketing Team and Operations.

I can easily find my place in a cross-functional team. I am interested in understanding the technologies that power your business. I care about valuable ideas and constructive criticism, and I am comfortable with ambiguity.

This one is for the recruiters out there:

I try to avoid projects related to gambling, religion, pornography, tobacco, alcohol, drugs, and social media.

Tools

Fully equipped and insured. Updated and calibrated hardware + licensed software.



Mac



Miro



Trello



JIRA



Figma



Chat GPT/OpenAI



Claude/Anthropic AI

Clients

Proud to name some of my clients:

Transdimensional, PEI Group, SonyPlaystation, BMW / Mini Cooper, BARCLAYS, Zalando, Argos, Mashroom, Hydroponics Africa, 90% of Everything (Zodiac Maritime), ZONE, Virgin, Maersk Oil, Flight Centre, Trojan Records, BBC, E-ONE, William Hill, Reckitt Benckiser, NHS.

Projects. Competence and work experience.

A selection of roles. Please look at my [LinkedIn profile](#) or contact me for the entire history. Visit <https://alinbuda.com/work> for a selection of case studies.

Apr 2023 - Jun 2024

Transdimensional

Founder / Product Designer

- Crafting a game-changing framework and cloud application for SMBs.
- Designed the first manifestation of Paradigm StageOne.
- Leading multiple work streams to bring this innovative concept to life.
- Pitching to investors to raise funds and revolutionise collaboration for tech startups and SMEs.

Jun 2022 - Apr 2023

PEI Group

Product Designer / Contract

- Enhanced business intelligence infrastructure for 17 global brands.
- Audited systems, mapped user flows, and created a service blueprint.
- Streamlined content migration for networking platforms.
- Building templates and structures for the migrated and updated content.

Nov 2020 - Mar 2022

Zalando

Product Designer / Contract

- Collaborated remotely with a stellar team to design a logistics platform from scratch.
- Mapped user experiences, eliminated pain points, and optimised user flows.
- Designed assets and built the foundation of the Design System.
- Supported the engineering team in data stream design.

Dec 2018 - Sept 2020

Mashroom & Tepilo

Service Designer / Contract

- Simultaneously tackled two revolutionary property platforms.
- Conducted thorough research, mapped user journeys, and created wireframes.
- Built service blueprint [Mashroom].
- Prototyped and tested to refine the user experience continuously.

Mar - Nov 2018

90 % of Everything

Product Designer / Contract

- Designed an Audit Application for the maritime industry.
- Contributed to design solutions for Vessel Itinerary Application.
- Engaged with sea captains and vessel personnel for user insights.
- Prototyped and tested UI assets, ensuring a smooth user journey.

Jan - Feb 2018

Zone Agency

UX Architect / Contract

- Worked on an exciting BMW/Mini Cooper project combining web, iOS, and automotive hardware.
- Mapped user experiences and created optimised flows.
- Rapid prototyping for both mobile and desktop applications.
- Tests with real users and iterations of the experience.

Jun - Aug 2017

Sainsbury's Argos

UX Architect / Contract

- Contributed to one of the most thrilling e-commerce projects.
- Created responsive modules and templates for various product categories.
- Optimised user journeys for special events and campaigns.
- Testing and measuring the impact of design solutions.

Dec 2016 - June 2017

Sony PlayStation

UX/UI Designer / Contract

- Worked on a global initiative to modernise PlayStation product publishing.
- Created user journeys, wireframes, and pixel-perfect interfaces.
- Balanced business requirements with system capabilities.
- Building assets for what we call today a Design System.

Sep 2003 - Jan 2013

The Creative Group

Full-time employee

- Started as a Junior Designer and grew to Creative Director.
- Managed over 400 projects for local and international clients.
- Mentored junior designers and led creative vision for brands.

Volunteering

Support and Mentoring - Sep 2020 - Present

I am paying it forward by mentoring an ambitious Kenyan and a gifted South Sudanese, inspired by the life-changing mentorship and support I received in early 2000. This experience is humbling and rewarding, fostering hope and growth for all involved.

Asociația Casa Bună [NGO] - Jun 2020 - Present

I designed and built a communication platform for this specialised Romanian NGO. I am proud to be among the volunteers making a significant impact by teaching children from low-income families and offering support through education, health, tech, and mentorship—an inspiring journey alongside extraordinary people.

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

Yes, Free Books! - Jan 2021 - Present

It started as a social experiment; this project is still alive today. The initiative encourages the community to care for one another by sharing books. Since its inception, approximately three thousand books have been placed in Sevenoaks through the three boxes. You can learn more by visiting: <https://yesfreebooks.com>

Hydroponics Africa - Sep 2015 - Present

Supporting a Kenyan business from Nairobi to make food affordable. I designed and built their first and second websites while educating and supporting their communication efforts. It is an excellent opportunity to learn about a different culture, market and, most importantly, people. You can find more about their story here: <https://hydroponicsafrica.org/>

OPERATING COMPUTER COURSE FOR CHILDREN January 1999 - October 2003

Volunteered to teach basic computer operations to 35 children aged 6-15 from orphanages and low-income families. Covered essential skills like using MS Office Suite, email clients, and internet safety, providing these kids with crucial tools for their future.

Relevant Education and Certifications

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

Focused on AI integration in business strategies, prompt engineering, and stakeholder management.

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

Course on developing strong brands through core beliefs, differentiation, and storytelling.

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

Course on product value psychology, niche identification, and customer engagement.

The Positioning Sprint - April Dunford - Section School NY - Apr 2023

Course by the bestselling author of "Obviously Awesome," focusing on product positioning. Covers strategies for B2B tech startups and Fortune 500 companies.

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

A one-day course covering 15 principles of good service design, focusing on understanding user needs and identifying critical problems.

Scaling Good Services - Lou Downe, The School of Good Services (2022)

Two-day masterclass on embedding service design in challenging environments and leading good services at scale.

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

Course led by Netflix's former VP of Product, focusing on creating game-changing product features and strategic product management.

Generative AI - Google Cloud - July 2023

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

Introduction to LLM - John Ewald

Attention Mechanism - Sanjana Reddy

Encoder/Decoder Architecture - Benoit Dherin

Introduction to Image Generation - Kyle Steckler

Get in touch.



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