Hello, my name is Alin Buda.
I design digital products and services using Augmented System Thinking.

Profile & Objective

I'm a **Design Generalist** with a clear mission: to add value to customers and the business.
With a **holistic approach** to projects, I'm designing products and services that deliver real value.

Today, in my work, I'm partnering with **AI** for a process I call **Augmented System Thinking**. This process blends knowledge, creativity, and human intuition with technology to enhance the results of every project with innovative solutions, added value, and efficiency.

Note:
I don't get involved in projects in gambling, religion, pornography, tobacco, alcohol, drugs, or social media sectors.

Tools

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

Mac	Miro	Trelo	JIRA	Figma	Chat GPT/OpenAI	Claude/Anthropic AI

Clients

Proud to name some of my clients:

PEI Group, SonyPlaystation, BMW x Mini Cooper, BARCLAYS, Zalando, Argos, Mashroom, Hydroponics Africa, Asociația Casa Bună, 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.

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Apr 2023 - Present
Transdimensional
Founder / Product Designer

Currently, I am engaged in a dynamic project supporting a product with two different manifestations.
Firstly, I am developing a framework as a foundation for internal infrastructure and processes for small and medium-sized companies. I am creating a Cloud Application with an intuitive interface for this framework.
This project involves multiple work streams, each contributing to developing and implementing this exciting new concept.
I am engaged in every aspect of this product. With invaluable support from seasoned professionals, I am preparing this concept to be presented to investors and companies that could use it to reduce costs and improve their internal processes and products.
I can't be particular (here) about the scope and the features of this exciting new product, but feel free to ask directly.

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Jun 2022 - Apr 2023
PEI Group
Product Designer

In its operations, PEI Group is a business intelligence company that prioritises its subscribers.
Its primary objective is to facilitate the exchange of information and networking opportunities among investment professionals in specialised markets worldwide (CEOs, COOs, CFOs, LPs and GPs).
Today, PEI Group owns 17 brands, each with its own infrastructure, products and services. All of them offer high-quality content via subscriptions or memberships. I was hired as a product and service designer, and for this role, my responsibilities were:
• understand the business structure and the relationship between the products and services,
• audit the existing infrastructure,
• map the main (existing) user flows,
• create a service blueprint to cover pre-purchase, purchase and post-purchase customer interactions,
• design components to facilitate content migration from a networking platform.

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Nov 2020 - Mar 2022
Zalando
Product Designer

I've joined (remotely) a fantastic team of product owners, software engineers, and designers to improve the functionality of an existing set of tools and to design a digital platform from scratch capable of supporting multiple services in the logistics domain.
Okay, that is a mouthful. However, it is tough to explain the complexity of such a product in a few words.
This new internal product/platform is servicing not only part of the activities related to shipments inside Zalando's warehouses but also the logistics domain, with everything moving on the first, middle, and last mile.

The platform allows the creation/management of contracts and pricing, onboarding of Freight Forwarders and Carriers, Transport Planning, Yard and Dock management tools, and Invoice Reconciliation.
My responsibilities were:
• understand the vision for the suite of applications and help design the backbone of the product,
• research for the best design approach,
• document the requirements through workshops with the platform users and various stakeholders,
• map the service and the user experience, looking for solutions to eliminate blindspots and pain points,
• build user journeys based on scenarios and optimise existing user flows,
• mockup the interface,
• support the engineering team in designing the data streams.

Dec 2018 - Sept 2020
Mashroom & Tepilo
Service Designer

Yes, I was working on two related projects at the same time. I was lucky to be part of an endeavour that will forever change the letting/selling industry. Both platforms deal with complex journeys and features while aiming to simplify renting, buying, and selling properties in the UK.
For over 18 months, I went through a lot with a fantastic team of product owners, marketing and sales specialists, designers, content creators and developers. I've built from scratch for both platforms, tested, rebuilt, and tested again. The business proposition makes these projects unique in this area, so research and experimentation were vital. My responsibilities were:
• research, research, research,
• document the requirements through workshops with the stakeholders and end clients,
• map the user experience and look for solutions to eliminate pain points,
• build user journeys based on scenarios and optimise user flows,
• design wireframes to map product content and functionalities – both public pages and dashboards,
• prototype and test (not just usability test but also content)
• Draft epics and stories to help the project managers move faster and better understand what we build.
• support the UI and development team,
• build a widget library for the prototyping tools (Axure).

Mar - Nov 2018
90 % of Everything
Product Designer

I was working with a talented team of designers to deliver a platform built to service the maritime industry.
For nine months, I've learned a lot. I've built successful applications from scratch. My responsibilities were:
 • gather the requirements through workshops with stakeholders and users (interviewing sea captains and vessel personnel),
• 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 assets 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 fantastic people of Zone Agency (now part of Cognizant Digital Business).
This time, I was working on a cool project for BMW. An exciting combo of the 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 the technical team,
• creating a detailed user experience map to help Identify 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,
• Support visual designers in creating UI assets for the new experience.

Jun - Aug 2017
Sainsbury's Argos
UX Architect

This time, I was part of the most exciting e-commerce project in a long time.
I worked with a great team of professionals in a fast-paced, upbeat environment.
My job was to help improve the conversion for various sections of argos.co.uk. The main task was to create a set of responsive components, modules, and templates to support the product team in introducing thousands of products to millions of customers differently.
These newly created modules and templates shall accommodate categories and subcategories of products sorted by various attributes, creating context around products, new arrivals, stock clearance or sale events like Black Friday, Cyber Monday, July Saaale or Christmas/Easter Events.
Beyond creating an optimised and versatile tool, the added challenge to this project was the context of this transformation—the transition of the 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 three-month contract, I have been:
• gathering the requirements through workshops and meetings with stakeholders and technical teams,
• working together with the product team, UX/UI designers 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,
• Support visual designers in creating new modules and templates for UI assets.

Dec 2016 - June 2017
Sony PlayStation
UX/UI Designer

SONY Playstation MOLT must be one of the most complex and challenging projects I have ever worked on.
In short, it is a global PlayStation (Sony Computer Entertainment and Sony Network Entertainment) initiative that aims to modernise and standardise PlayStation product publishing and data management processes.
The project's scope was to create a single publishing platform accessible to Sony's partners and internal users – a one-stop shop for all their publishing and review needs.
The project was organised in work packages. 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 with distinctive roles, different rights, and custom user journeys.
The greatest challenge was to match the system's business requirements and sub-system capabilities.
Some parts of the platform are still integrated with legacy platforms and make sense of the user journey between the different platforms.
During the six-month contract, I have been:
• gathering/understanding the requirements through workshops and meetings,
• create user journeys for testing,
• optimise existing user journeys based on the learnings and new requirements,
• build wireframes and prototypes to test the journeys and scenarios,
 • produce pixel-perfect interfaces for front-end development.

Nov 2014 - May 2015
Barclays
UX Designer

One of the best digital businesses in the UK, with a massive turnover and millions of clients, is a place of innovation, challenge and reward, and a great learning environment.
The position required significant attention and understanding of the propositions, building clear complex flows and prototypes using the latest techniques and technologies to create an incredible and safe journey.
I also tested analysis and research propositions like loans, mortgages and insurance (online applications).

Barclays Home Insurance - marketing pages (barclays.co.uk)
One of the most elementary propositions from Barclays will go live this year. The new Barclays Home Insurance was developed in partnership with AVIVA. The project has two critical stages: redefining the insurance proposition (restructure/bundle) and adapting the new structure to the new responsive UI of barclays.co.uk.
My involvement mainly involved exercising the best UX practices and improving the experience by following the business direction and Barclay's brand guidelines.
 For this project, I had to:
• gather requirements,
• research and test the old journeys,
analyse the value of the business proposition - from the customer experience perspective,
• design wireframes and prototypes for testing various 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.
My part was to recreate the AIP journey in a shorter, more efficient and more responsive way. It was a challenging project that evolved into a great new experience and created a development basis for a new set of tools for online use.
My tasks in this project:
• gathering requirements,
• customer behaviour research,
• analysis of the business proposition - from the customer experience perspective,
• redesign the user flow and create wireframes and prototypes for testing journeys and scenarios.

Sep 2003 - Jan 2013
The Creative Group
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.
The Creative Group was my actual place of birth as a designer.
Ten years, 400+ projects for the local and international market, lots of sweat and fun
• working with clients to build and steer the vision for brands.
• mentoring 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

Support and Mentoring - Sep 2020 - Present
I had the opportunity to understand my potential back in 1999. I know it sounds like a cliché.
Someone lent me a hand, and it changed my life (forever). I'm paying it forward by supporting two young Kenyans on their path. It is a humbling experience and a great source of reward and hope for all of us.

34AD - AIESEC ARAD 5/6/7/ April 2011
With Dalibor Vasiljevic, the owner of Rainfall Interactive and Claudiu Horeanu - PR Specialist at SIF Banat-Crișana, we had a three-day workshop for the students registered in the AIESEC Association.
The event was followed by a three-week internship for five students in our company (The Creative Group)—another chance for the students to develop the skills required in advertising agencies and have fun working on cool projects.

OPERATING COMPUTER COURSE FOR CHILDREN January 1999 - October 2003
This course was initiated by the ASADOBE Foundation (managed by Mr Seth Cropsey) in cooperation with Coca-Cola, COMPAQ Inc., and McDonald's Romania.

Working as a volunteer helping children aged 6 -15 years, mainly from orphanages or low-income families, comprehend the basic operations of Windows OS environment and teaching them how to use applications like MS Office Suite, mail clients and a guide for safety on the internet.
This was an excellent opportunity to give back and pay it forward.

Recent Education and Certifications

AI for Business Mini-MBA - Greg Shove - Section School NY - Nov 2023 - Dec 2023
Section School offers a four-week intensive course for business professionals. It focuses on developing a competitive advantage using AI, including prompt engineering and stakeholder management. Participants learn to integrate AI into business strategies, avoid common AI adoption mistakes, and create AI-based strategic plans. The program is aimed at directors, functional heads, and executives looking to integrate AI into their organisation's strategies.

The Brand Strategy Sprint - Scott Galloway - Section School NY - Aug 2023
The Brand Strategy Sprint is a concise course by Scott Galloway aimed at teaching marketers, founders, and designers how to develop strong brands. It identifies core beliefs, differentiation, and storytelling for customer loyalty, combining expert insights, peer discussions, and practical projects for hands-on learning.

The Product Principles Sprint - Adam Alter - Section School NY - Jan 2023
The Product Principles Sprint, led by Adam Alter, is a concise course aimed at product leaders and managers. It dives into the psychology of product value, competitive niche identification, and customer engagement through practical tools like friction audits. Structured as a sprint with insights from a business leader, it includes peer discussions and a project for real-world application. It forms part of the Product Strategist certification at Section.

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

Please refer to my website or contact me for a complete list of my education.

← Scan for my contact details.