

# Hello, My name is Alin Buda.

**Product Designer / Maker / Strategic Thinker**

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## My mission? Add value to customers and businesses.

I articulate problems, experiment, and design solutions. My career is a testament to my obsession with experimentation. And yes, I'm a good friend of ambiguity.

I thrive in cross-functional teams, working seamlessly across Design, DevOps, Marketing, and xOps.

In short, I design solutions that solve real problems.

## From vision to execution - a selection of roles.

Apr 2023 - Present

**Transdimensional • Ed-tech / SaaS**

Senior Product Designer / Founder

Let's talk ambition. Transdimensional was born from a single idea—collaboration in tech is f\*\*\*\*\*d.

As a solopreneur, I didn't just sit back and dream. I created Paradigm, a concept with two manifestations.

An educational program and a Cloud App. Both are designed to empower small and medium-sized businesses.

To reduce the chaos of cross-team collaboration. I pitched the idea to investors, drove funding conversations, and turned ideas into concepts and prototypes.

[wwwFOUNDATIONS.WORK](http://wwwFOUNDATIONS.WORK) / [www.transdimensional.ltd/open-pitch](http://www.transdimensional.ltd/open-pitch)

Jun 2022 - Apr 2023

**PEI Group • Business Intelligence**

Senior Product Designer / Contract

Here, I stepped into the business intelligence arena, optimising systems for 17 global brands.

This collaboration involved auditing systems, understanding gaps, and designing user flows to streamline operations. I was also part of the transition from third-party to proprietary infrastructure, which was critical for reducing reliance and saving costs.

My work has enabled a smooth pivot for PEI's marketing and product team, improving their efficiency and making their products more impactful. Jesus, that sounded so robotic. Let me try again: My work made my colleagues feel like they can do things; I've put them in control of the content they create.

I designed WordPress modules and components that can be reused and updated in seconds.

Nov 2020 - Mar 2022

**Zalando • E-commerce/Terrestrial Logistics**

Senior Product Designer / Contract

Logistics is a beast.

You must tame this beast if you want to manage the transportation of millions of items across multiple countries.

At Zalando, I worked with a stellar team to optimise their core logistics apps: Tour Management, Transport Overview, Yard and Dock and Invoice reconciliation. I interviewed workers, mapped out processes, and designed systems that simplified the complexity of such operations. Visibility improved, friction reduced, and, most importantly, we built a design system foundation to keep Zalando's logistics flexible.

[www.alinbuda.com/yard-and-dock/](http://www.alinbuda.com/yard-and-dock/)

2003 - 2022

## **More roles. More experience.**

Various roles across industries and domains.

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.

Mar 2014 - Present • Brandise [Design Consultancy] Founder Senior Product Designer.

Sep 2003 - Jan 2013 • The Creative Group [Creative Agency] From Junior Designer to Creative Director.

## **Relevant Education and Certifications.**

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

AI integration, prompt engineering, and stakeholder management—because AI isn't the future; it's the present.

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

Developed skills in creating strong brands through core beliefs, differentiation, and storytelling, which are 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**

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

## **Volunteering**

### **Support and Mentoring - Sep 2020 - Present**

I'm paying it forward. I mentor a Kenyan and a South Sudanese, helping them grow into their potential.

### **Asociația Casa Bună [NGO] - Jun 2020 - Present**

I designed a platform for this Romanian NGO, making communication effective.

Learn more about this fantastic story here: <https://asociatiacasabuna.ro/>

### **Yes, Free Books! - Jan 2021 - Present**

I created a social experiment in Sevenoaks, UK, distributing over 3,000 books through community boxes.

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

### **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.

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

## **Thank you for your attention.**

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