Hello, my name is Alin Buda.
I design digital products
and services.

hello@alinbuda.com

Profile & Objective

As a design generalist, I have a keen interest in projects that go beyond the scope of traditional digital design for web and mobile platforms. My goal is to contribute to projects that bring about meaningful change, provide value, and prioritize the needs of both my clients and their customers. While I am disciplined and self-motivated, I thrive when working collaboratively as part of a team.
My approach to every project is centered around understanding, experimentation, and delivering added value.

Important:
Please note that I do not participate in projects within the following industries/sectors:
Gambling, politics, religion, pornography, military, tobacco, alcohol, drugs, or social media.

Tools

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

| Mac | Miro | Axure | Trelo | JIRA | Figma |

Clients

Proud to name some of my clients:

PEI Group, BMW, Argos, BARCLAYS, SonyPlaystation, Zalando, 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.

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. Secondly, I am creating 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 very specific about the scope and the features of this exciting new product but feel free to ask directly.

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.

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 from scratch a digital platform 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, 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 understand better 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, 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,
• supporting visual designers in creating the 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 months 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,
• supporting visual designers in creating the new modules and templates 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. 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 exercised the best UX practice and improved 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. 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
Back in 1999, I got the opportunity to understand my potential. I know; it sounds like a cliche.
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, 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 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 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 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.
Overall, this was an excellent opportunity to give back, to pay it forward.

← Scan for my contact details.