

Sr. Product Designer @Recharge
Jan 2022 — Today

Experience

Recharge.com is a leading one-stop-shop for all branded payment needs. It offers instant recharges for call-credit, gaming, entertainment, shopping and prepaid money credit. I'm responsible for the design of the mobile apps. During my tenure, the apps have dramatically increased in quality. This and the addition of some key features like fast-reordering, gifting and order reminders have improved the retention and the conversion inside the app. Since i've joined the team, the order share(app vs web) went from 10% to 32%.

Design Lead @Endava
Oct 2019 — Sep 2021

Endava is a software development and consulting company working with clients like Mastercard, Volkswagen, Cisco, and Lego. I was promoted to Design Lead in September 2020. I've been leading client projects, and I was also helping build and scale the local design discipline. Mentoring middle and junior designers. Facilitating various team gatherings and workshops to increase the design culture and professional growth of the team.

Sr. Product Designer @Crunchyroll
Feb 2017 — Sep 2019

Crunchyroll is the world's largest anime brand, based in San Francisco. I worked on both crunchyroll.com and vrv.co products. On Crunchyroll, I was part of the growth team, focusing on A/B testing experiments for acquisition and subscription flows. On vrv.co I worked on the launch of the web application. I've also been leading the creation of the web platform's design system.

UX/UI Designer @Yopeso
Apr 2016 — Feb 2017

Yopeso is a software development agency. I worked on two of the leading e-commerce apps in the Middle East — Namshi and Mumzworld. I was involved in the creation of their native mobile apps.

Product Designer @GPSmyCity
Dec 2013 — Apr 2016

GPSmyCity is a startup specialized in travel apps, providing self-guided walking tours, offline city maps, and travel articles. I redesigned the gpsmycity main app which brought it on a level with it's main competitors and beat some of them (by download numbers). The app was later featured at Apple's WWDC16 event.

Moldova State University
Sep 2010 — Jul 2013

Education

Licensed in Computer Science
Specialized in Information Management
Faculty of Mathematics and Computer Science

Skills

Product Thinking, Visual Design, Interaction Design, Product Growth, User Research, User Experience, Information Architecture, Prototyping, Design Systems, HTML/CSS, Native Mobile Apps