ANDREI GASNAȘ
PRODUCT DESIGNER

gasnash.xyz

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Hoofddorp, The Netherlands

SKILLS

Research

Design research
Task analysis & persona hypothesis
Journey mapping
Heuristic evaluation
Usability testing

Design

Illustration & UI graphics
Branding design
Interaction design
User flows
Concept sketches
Storytelling
Wireframes & mockups
Prototyping
Design system

Programming

HTML
CSS
JavaScript

Collaboration

Ambitious & delivery focused
Facilitating design critique
Self-starter
Detail oriented
Flexible
Communicative
Energetic

TOOLS

Figma	InVision
Adobe XD	Zeplin
Photoshop	Lightroom
Illustrator	InDesign
After Effects	WordPress

PROFILE

I'm a dedicated and versatile Product Designer with 10 years of experience, designing mostly in the fields of e-commerce, marketing and consulting services. I strive to balance functionality with aesthetics, hence create clean, smart, and effective designs I truly believe that design is the kernel of the environment we live in, regardless if it's the real or digital world.

EXPERIENCE

Apr 2021 - Pres.   **Product Designer** • **WPZOOM** (Amsterdam, NL)

- Designed WordPress themes for various categories: video, portfolios, agencies, business, food blogging and e-commerce.
- Assembled themes using theme builders.
- Designed WordPress plugins.
- Created assets for social media and marketing purposes.
- Worked closely with the stakeholders for developing product strategy.

Oct 2017 - Apr 2021   **UX/UI Designer** • **DevelopmentAid** (Chișinău, MD)

- Redesigned the old website in order to improve the industry based connections between actors working for International development sectors.
- Initiated and led user research to understand and validate user needs, behaviours, and pain points.
- Delivered detailed wireframes, prototypes and high-fidelity designs to illustrate user flows and interactions.
- Collaborated cross-functionally with engineering and product management to take the platform from concept to launch.
- Conducted usability testing to validate design decisions and identify areas for improvement.
- Communicated design decisions and rationale to stakeholders and team members.
- Explored divergent concepts to solve developer pain points while understanding how to scope the solution to build iteratively towards the company vision.
- Balanced the user needs with business goals and constraints.
- Introduced design system and style guides to maintain consistency across the platform.

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LANGUAGES

Romanian
English
Russian

EXPERIENCE

Apr 2016 - Oct 2017   **Product Designer • Darwin** (Chișinău, MD)

• Redesigned the old website of the largest gadget retailer in Moldova.
• Created detailed wireframes, prototypes, and high-fidelity designs to visually depict user flows and interactions.
• Communicated design decisions and rationale to stakeholders and team members, ensuring that everyone was aligned.
• Developed visual concepts and designs for marketing purposes such as emails, banners and animated online ads.
• Translated the customer's issue into a strategically thought-out visual concept.

Mar 2014 - Apr 2016   **Product Designer • SEOForce** (Chișinău, MD)

• Designed promotional campaign content for emails, social media posts, landing pages and animated banner ads.
• Created and maintained a brand's visual identity for various local businesses.

Oct 2012 - Mar 2014   **Product Designer • Petcial** (Bălți, MD)

• Built and designed a website and iOS mobile app for a local startup.
• Created wireframes and high-fidelity designs to visually represent user flows and interactions.
• Designed visual identity for the company.

EDUCATION

2021 - 2021   **Front-end Web Development**

HTML Academy • Moscow, Russia

2019 - 2020   **Interaction Design**

Coursera • University of California San Diego

2019 - 2020   **Bachelor's Degree in Engineering**

Technical University of Moldova • Chișinău, Moldova