



Objective - To obtain a lead design and user experience position that will utilize my creative, administrative, problem solving and interpersonal skills.



Illinois Institute of Art

Chicago, Illinois

December 2010

Associate of Applied Science

Major: Web Design and Interactive Media

Babes-Bolyai University

Cluj-Napoca, Romania

September 1997

Bachelor of Business Administration

Major: Finance



Senior User Experience and Design

MSDSonline, Inc.

August 2012 to Present

Lead Design - Web Application User Interface

- Worked on information architecture, wireframing and prototyping
- Redesigned the User Interface to make it responsive on mobile devices
- Authored **HTML/CSS**
- Worked closely with Development Team on code implementation

Lead Design - Corporate website

- Structured the work process with Marketing team
- Designed corporate website
- Assisted Marketing team in acquiring a Content Management System
- Worked closely with Development Team in implementing **Sitefinity CMS**
- Created a custom **CSS framework** to simplify styling work
- Authored **HTML/CSS**
- Developed **Sitefinity Custom Theme**
- Worked closely with **SEO** firm to implement **SEO** strategies

Design Barcode Scanner - Mobile Application

- Worked on information architecture, wireframing and prototyping
- Designed interface for **Android** devices
- Assisted with design interface for **iOS**
- Worked closely with the app developer on design implementation
- Used **Visual Studio** and **Xamarin** for implementation

Marketing Automation Tool Implementation

- Assisted marketing department in acquiring a marketing automation tool
- Assisted marketing team with implementing **Marketo MAT**
- Designed email templates, landing pages and other marketing assets

Lead Design - Branding and Redesign Marketing Print Material

- Designed new templates for sell sheets, white papers and case studies
- Designed info-graphics and other needed artwork for marketing purposes
- Designed logo for a new web service
- Redesigned Web App iconography



Professional History Continued



Web Designer / Front-End Development

Applied Systems, Inc.
May 2011 to August 2012

Web Design - Front/End development

- Maintained the corporate website and Intranet
- Designed and hard-coded new pages for additional content
- Designed and developed company's blog with Wordpress
- Implemented SEO strategy
- Designed and developed micro-sites for events
- Designed TENCon.org (the website for Applied Systems Summit)
- Created the online registration site for TENCon with Cvent

Marketing Automation Tool Implementation

- Designed and implemented landing pages for the on-line marketing campaigns using Marketo
- Worked with product managers to implement marketing nurturing programs
- AB tested designs

Freelance Web Designer

MSDSonline, Inc.
April 2010 to May 2011

Web Design - Front/End Development

- Designed corporate website
- Designed part of the icons used within msdsonline.com
- Worked on flowcharts and wire-frames
- Authored HTML/CSS
- Developed with Drupal an internal website for bug reporting

Web App UI Design

- Wrote user interface requirements to comply with product requirements
- Participated in HTML planning sessions with the Development Department
- Authored HTML/CSS

Graphic Design

- Redesigned MSDSonline logo
- Redesigned web app iconography
- Designed marketing material for print

Other Freelancing Jobs

April 2008 to May 2010

Raw Gourmets International (The Raw Culinary Institute) - **website**; Cousin's Incredible Vitality - **website**; MAP Media - **website**; Fitness Blueprint - **website**; ZAP Magazine - **print**



Language: English; Romanian



Passport: USA; Romanian



Skills

Information Architecture / Responsive Web Design / User Interface and Mobile Design

Adobe Creative Suite / Visual Studio / Aptana / Microsoft Azure / Git / Compass / Grunt

Technologies

HTML5 / CSS / SASS / Javascript / JQuery

Wordpress / Sitefinity / Drupal

Foundation / Bootstrap - frameworks