

Alex Gorbanescu

Senior Product & Visual Designer

Driving user engagement & business growth since 2012.

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📍 Europe, remote

About

I blend creative innovation with practicality, going beyond aesthetics to deliver experiences that fuel business growth and genuinely resonate with people, making each interaction a step toward a better, more empathetic world.

Education

2007 - 2010
Ovidius University, Romania
Computer Science

Hard skills

Problem definition & product strategy, visual & user-centered design, user & competitive research, data analysis & information architecture, wireframing, prototyping, web & app interface design, user & A/B testing, design systems, task management, Agile & Lean UX methodologies.

Soft skills

Team player, organized, efficient time manager, highly regarded by engineers, adaptable, with a people and business mindset, and a talent for empathetic design.

Tools

Figma, Adobe CS, Miro, Webflow
Framer, Invision, Maze, Hotjar,
Notion, Jira & Confluence, ChatGPT

Work experience



Fresha
Main Product Designer

Dec 2021 - Aug 2023
1 yr 9 mos • Full time

Led user research, prototyping, and design within the Performance tribe (Client Engagement, Communications, Marketing, and Promotions), catering to 80,000+ B2B partners in 120+ countries, bringing key features such as:

- **Blast Campaign Builder:** Revamped for better user retention; +56% revenue.
- **Smart Pricing:** Optimized timeslots, maximized revenue; 46% adoption rate.
- **Deals:** Introduced new features like automated discounts; +37% sales.
- **Stock Purchase Orders:** Streamlined ordering UX for inventory efficiency.



ixperi
Lead Product & Visual Designer

Mar 2021 - Feb 2022
1 yr • Full time

Steered pivotal product designs in Health & Fitness, Fintech, and Real Estate sectors, enhancing user experience and boosting business revenue.

- **Tapwater.io:** Boosted UX clarity, performance, enhancing user engagement.
- **Crave:** Designed a user-centric diet app; 300+ subscriptions in 6 months.
- **Tenantive.com:** Overhauled UX/UI, reducing user churn by 5% in 2 months.



Fitbit (Google)
Senior UI/UX Designer

Oct 2020 - Mar 2021
6 mos • Contract

Designed **10+** engaging clock faces for the **Charge 5** fitness tracker debut, garnering positive reception for both innovation and aesthetics.

Overcame challenges of maximizing UI, UX and accessibility on compact display dimensions, significantly enhancing the tracker's user interaction and functionality on clock faces.



Hazaplan Limited
Head of Design

May 2017 - Feb 2021
3 yrs 10 mos • Full time

Strategically led the visual, web, and UI/UX e-commerce & app design for **5+ startups & businesses** within the company's portfolio, driving rapid and sustainable business expansion through lean UX and effective design.



Imagient
Lead Visual & UI/UX Designer

Jun 2012 - Apr 2018
5 yrs 11 mos • Contract

Helped in boosting sales by spearheading branding initiatives and integrating web, UI/UX design for clients in Real Estate, Health Care, Maritime, and Automotive sectors, including **Opel, Peugeot, Citroen, and Honda**.

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