Hello, I'm
Madalina Burciu

Achieving a top 1% ranking in Uxcel's Attention to Detail Assessment, I blend precision with a friendly, team-oriented attitude, ensuring each pixel is purposeful. My dedication lies in crafting interfaces that not only delight users but also drive business results.

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in MadalinaBurciu

Experience

UI & UX Designer

Mobilise Global | London | Jan. 2023 - Present

- **Reduced design time by over 70%** by developing a scalable UI Kit, streamlining processes, and ensuring consistency across projects.

- **Enhanced user engagement and improved interaction** by leading a comprehensive UI and UX refresh for Trill Mobile

- **Fostered team collaboration** by assisting in hiring and mentoring a junior designer, and initiating weekly feedback sessions to enhance cross-departmental alignment and skill development.

- **Helped improve decision-making and transparency** by delivering weekly design reports to upper management, highlighting progress and challenges, and achievements.

- **Reduced file search time** by developing structured templates for Figma files, categorizing them by type and implementing a versioning system.

UI & Graphic Designer

Mobilise Global | London | Aug. 2021 - Jan. 2023

- **Increased user engagement by 49.4% and page views by 39.5%** by leading the comprehensive rebranding and full website redesign for Mobilise.

- **Enhanced cross-functional collaboration** by creating a Figma Guide for non-designers, improving onboarding and tool usage.

- **Managed app, web, and CRM designs as the sole designer,** prioritizing tasks and making key decisions to meet client needs across various projects.

- **Supported marketing efforts** by creating diverse print, digital, video, and trade show materials that supported key business initiatives.

Education

Design Systems: How to Craft Successful Components
IxDF | Feb. 2024

Google Analytics
Google | Dec. 2023

12 Uxcel Certifications
Uxcel | Apr. 2021 - Mar. 2023

UX Research, UX Writing, Mobile Design, Design Accessibility, Wireframing, Design Composition. Design Terminology, UX Design Foundations, Common Design Patterns, UI Components II: Advanced, Intro to UI Components

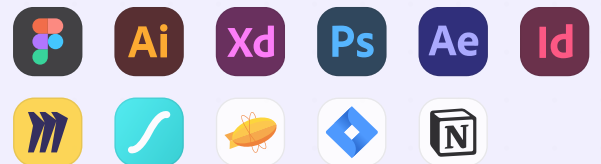**BA (HONS) in Graphic Communication Design**
1st Class Degree
(UCR) University Centre Rotherham |
Sept. 2020 - May 2021

Foundation Degree in Graphic Design
(UCR) University Centre Rotherham |
Sept. 2018 - May 2020

Software

Soft skills

- Dedication
- Critical Thinking
- Communication
- Time Management
- Empathy
- Problem-solving
- Adaptability
- Creativity