

Veaceslav Zagaiciuc

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Portfolio: <https://slavicz.framer.website>

Languages: English, French, Russian, Romanian

EDUCATION

Master of Engineering (MEng) Polytechnique Montréal

Graduation Date: **May. 2026**

- Specialization: **Human Computer Interaction / UX**

Bachelor's in Business Administration (BBA) HEC Montréal

Graduation Date: **May 2022**

- Specialization: **Business intelligence / Marketing**

PROFESSIONAL EXPERIENCE

Web Analyst

May 2025 - Sept.2025

Loto-Québec, Montreal

- Set up event tracking (Google Tag Manager) to capture user behavioral data.
- Built analytics dashboards to track user behavior and support product decisions.
- Designed an interactive Figma prototype that encouraged users to personalize lottery number selections, applying behavioral design principles (IKEA effect, gamification).
- Supported A/B testing to evaluate recommendation algorithms for mini games.
- Conducted secondary research on behavioral design, responsible gambling, and UX ethics to inform digital product improvements.

UX Designer

Sept. 2024 - May 2025

CHU Sainte-Justine, Montreal

- Defined the research strategy, objectives, and methodology for the project.
- Conducted interviews with healthcare professionals to understand clinical workflows and user needs.
- Synthesized data through affinity mapping, producing a persona and experience map that reframed design priorities.
- Designed wireframes and prototypes in Figma, iterating based on usability testing.
- Facilitated co-design workshops with clinicians and stakeholders to align on design direction.

Digital Marketing Analyst (SEM)

June 2022 - June 2024

Omnicom Media Group, Montreal

- Managed and optimized SEM and eCommerce campaigns on Google Ads and Bing Ads.
- Analyzed behavioral data and developed A/B testing strategies to optimize landing pages and improve conversion rates.
- Created KPI dashboards to communicate performance insights to cross-functional teams.
- Collaborated with creative and strategy teams to align campaigns with user intent.

CERTIFICATION

Google UX Design Professional Certificate

Dec. 2023

- Applied empathetic research to understand user needs and pain points.
- Formulated problem statements to guide design and development phases.
- Implemented ideation techniques to explore various potential solutions.
- Developed wireframes and interactive prototypes using Figma.
- Conducted comprehensive usability testing and iteratively improved designs.

SKILLS & TOOLS

Design & Prototype

- Figma
- Miro
- Photoshop

Analytics & Data

- Optimal Workshop
- SQL
- Google Analytics
- Google Tag Manager
- Looker Studio

Other

- Framer
- Python