

About me

I am...
driven by the belief that truly great design solves problems elegantly and leaves users feeling empowered, not perplexed.
As a detail-obsessed design enthusiast, I thrive on crafting delightful user experiences. While I appreciate a visually stunning interface, I know that true magic lies in the thoughtful architecture beneath the surface. I'm all about creating intuitive pathways, eliminating digital papercuts, and ensuring that every interaction feels seamless and joyful.

Experience

UI/UX & Growth Designer | Rhino.fi | October 2022 - Present

- Transitioned from QA Engineer to UI/UX Designer in 2024, contributing to the evolution of the Rhino.fi platform.

Growth & Conversion Optimization

- Web Performance & Strategy: Led the end-to-end design and implementation of the rhino.fi website using Framer, establishing a scalable Design System and CMS architecture.
- Data-Driven Design: Integrated Heap analytics to monitor user behavior, identifying friction points and proposing design interventions that led to improvements in user acquisition.
- Conversion Rate Optimization (CRO): Executed continuous A/B testing on landing pages and core flows, optimizing for user conversion and retention.
- SEO & Acquisition: Collaborated with the Acquisition Squad to implement SEO-focused design enhancements and technical improvements to drive organic traffic growth.

Product Design & Key Features

- Design Systems & Scalability: Actively maintain and expand a robust Design System, establishing standardized component libraries and styles that serve as the single source of truth.
- Ecosystem Tools: Designed the Bridge Widget & Dev Portal, featuring a "Playground" for partners to customize and streamline their integration process.
- Airdrop & Engagement: Developed the Airdrop Hunter suite, including eligibility simulators and a feature for independent contract deployment (supported by primary user research).
- Gamification: Co-designed Rhino Nation, a loyalty system utilizing gamified mechanics and gems-to-asset redemption flows.
- Core UX Improvements: Streamlined the Wallet Connection flow and designed the Referral Scheme to boost initial platform growth.
- Internal Tooling: Designed an internal Fee Management tool to streamline operational workflows for the finance team.

Visual Communication & Strategy

- Developed flow diagrams and visual assets for client pitch decks, effectively communicating product flow to partners.
- Created video mockups for product launches and marketing announcements to increase social media engagement.

Previous Experience: QA Engineer

- Transitioned into design after serving as a QA Engineer, leveraging deep technical knowledge of DeFi core platform logic (swaps, bridge, yield) to ensure design feasibility and functional excellence.

QA Engineer & Team Lead | Waters Corporation | June 2019 - August 2021

- Evolved from QA Engineer to a leadership role, collaborating with Product Owners to define product requirements and test strategies.
- Focused on API testing, CI/CD practices, and expanding branching knowledge.
- Spearheaded initiatives to improve internal methodologies and processes, enhancing team efficiency and product quality.
- Collaborated closely with Product Managers and Architects to align team estimations with the product roadmap and proactively identify and mitigate risks.
- Cultivated a positive and collaborative team environment, fostering open communication and shared goals.
- Diagnosed technical issues, determined root causes, and provided recommendations for resolving problems.

Senior Test Analyst | Cerner Corporation | January 2017 - June 2019

- Worked within an Agile (Scrum) framework, participating in all phases of the software development lifecycle.
- Developed and executed comprehensive test plans for new features and functionalities.
- Utilized various testing tools, including JIRA, Quality Center, RQM, TFS, and Eggplant.
- Conducted testing across diverse environments, including mobile and cloud platforms.
- Collaborated effectively with cross-functional teams to ensure successful project delivery.

Skills

- 🎨 UI/UX Design Principles, Wireframing, Prototyping, Design Systems, User Interface Design, User Research (Lyssna)
- 🌿 API Testing, UI Testing, Regression Testing, Smoke Testing, Test Case Design and Execution, Agile Methodologies (Scrum)
- 🔧  Figma  Framer  Notion  Confluence  Jira

Education

Universitatea Transilvania Braşov | 2013 - 2017

Bachelor of Medical Engineering

ISTQB Certified Tester | 2018

Foundation Level

Interaction Design Foundation Certificates | 2023-2025

AI for Designers, Visual Design, Gamification, User Research, Design Thinking