

Hello there!

I'm Karina, a Senior Product Designer with a Psychology background and 9+ years of experience designing intuitive products. I blend psychology principles with cutting-edge design to create user-centric digital experiences that drive measurable results. I would love to talk!

[Portfolio](#) | Edinburgh, UK | 0744 068 0938

Skills

Product strategy & vision development	User research (cognitive walkthroughs, think-aloud protocols)	Cohesive design system development
Rapid prototyping & iteration	Usability testing & heuristic evaluation	Motion & micro-interactions
Behaviour driven design	Qualitative analysis	Responsive web design
Agile/Lean UX methodologies	A/B & multivariate testing	Branding & identity
Game theory & cognitive load theory application	Information architecture & user journey mapping	Data-driven design

Experience

JAN 2022 - PRESENT

Relish, Edinburgh - *Senior Product Designer*

Led user research and interviews, designing flows for new products from low to high fidelity.

Leveraged psychology background to develop products using game theory, locus of control, and price point rationale.

Crafted a frictionless user flow that saw 300k sign-ups in just two weeks.

Created and maintained three distinct products focused on community management and data collection.

AUG 2019 - DEC 2021

OneYearNoBeer, Edinburgh - *Product Designer*

Came on board as a visual designer, hired to create and implement a design framework for the sales website as well as brand consolidation.

Designed and prototyped the first native app iteration. Personally implemented a scaled-down version in Wordpress.

Regularly conducted extensive user research based on the JTBD framework and locus of control theory.

NOV 2018 - AUG 2019

SymbaSync, Edinburgh - *Marketing Manager*

Contracted to build the website and a SaaS marketing strategy around the double-blind hiring platform.

Conducted usability tests on MVP and further iterations.

Contributed to a successful product launch within pilot programmes for Royal Bank of Scotland and OTP Bank.

JUN 2018 - NOV 2018

HR Dept Edinburgh & the Lothians, Edinburgh - *Marketing Executive*

Awarded role via Santander Universities SME Internship Programme. Created and implemented email, social media and PR strategy.

Generated leads via networking, organising HR workshops and targeted ad campaigns.

MAY 2016 - JUN 2018

Stiintescu Hub, Transylvania - *Co-founder & Project Manager*

Founded an educational STEM NGO via EU funding aimed at popularising STEM fields among young students. Ran campaigns and designed programmes that increased interest in astronomy, engineering and robotics. Successfully implemented STEM track curriculum in several national schools and colleges, causing enrolment in science universities to rise by 23%.

FEB 2016 - JUL 2017

Danom, Transylvania - *Creative Director*

Designed classical game elements (educational board games, puzzles, mind twisters) using principles of children's developmental psychology.

AUG 2014 - JUN 2016

incodART, Transylvania - *Graphic Designer*

Transitioned into a full-time agency role after contracting during the first year of university. Specialised in brand development and large scale advertising campaigns.

Education

2020

UX Design Institute, Edinburgh - *Professional Diploma in UX Design (accredited by Glasgow Caledonian University)*

2017 - 2018

Napier University, Edinburgh - *MSc Intercultural Business Communication (Distinction)*

2012 - 2015

Lucian Blaga University, Transylvania - *BSc Psychology*