

Diana Cristina Iliescu

UI/UX Designer | Product Designer

I am a skilled UX Design master's graduate, consistently delivering excellence in every project. With an open-minded and meticulous nature, along with a genuine interest in understanding people, I excel in translating user insights into effective design solutions. Committed to continuous learning, I am eager to be part of a dynamic team where I can apply my knowledge and experience.

EXPERIENCE

Web and User Interface Designer

BOB

Jan 2024 - Present | Remote, London, UK

- Designed and built a WordPress website for the company.
- Redesign and enhance the UX of the current app
- Collaborated with the team to understand the company's vision and goals, implementing a design that benefits both users and the business.

Lead UI/UX Designer

Natter.

Dec 2023 - Present | Remote, London, UK

- Conduct usability testing to understand the current issues associated with the system
- Collaborate with the development team and plan the implementation of the future design and its functionality
- Design user interfaces that address existing design problems while also incorporating new features.

UX Designer & Researcher

Feb 2023 - May 2023 | Remote, UK

Nature's Pets Ltd.

- Undertake a series of research and analysis methods to identify the target user's goals and frustrations
- Collaborate with the team to ideate solutions for the problems previously identified
- Translate solutions into wireframe prototypes
- Conduct usability testing and analyse designs

UI Tester

The University of Central Lancashire

Oct 2020 - Apr 2021 | Remote, UK

- Analyse the system, provide feedback and share improvement ideas with stakeholders

Freelancer

Fiverr

May 2020 - Sep 2020 | Remote, UK

- Web design and development, editorial design & graphic design

LANGUAGES

English Proficient

Romanian Native

German Basic

Contact

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In [LinkedIn profile](#)

Be [Behance profile](#)

SKILLS

Tools

Figma

Adobe XD

Miro

InVision Studio

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Design

User Interface Design

Design thinking

Wireframing

Prototyping

Design principles

Usability Testing

Design systems

Web

HTML5 & CSS3

JavaScript & JQuery

WordPress & E-commerce

PHP & MySQL

Responsive design

WCAG

Soft

Continuous learning

Collaboration

Communication

Attention to detail

Time-management

Problem-solving

EDUCATION

MSc User Experience Design

Sep 2022 - Aug 2023

1st Class Honours

The University of Central Lancashire

BSc, Web Design and Development

Sep 2019 - Aug 2022

1st Class Honours

Award for Outstanding Achievement, Performance and Collaboration in Web Design and Development

The University of Central Lancashire

KEY ACADEMIC PROJECTS

Colour Perception and Usage in Web Contexts: An empirical analysis

Feb 2023 - Aug 2023

Msc User Experience Design

- Conducted empirical research to identify and analyse current colour trends within diverse web settings.

Artificial intelligence in the field of nutrition: An automated diet planner mobile application

Feb 2023 - May 2023

MSc User Experience Design

- Demonstrated how the design thinking methodology has been applied to explore the ways in which AI can solve various problems within the field of nutrition