



Mihai Marin

UX Designer

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About Me

Creative problem solving UX Designer with 10+ years' experience, working in highly dynamic environments with reputable international brands known for their commitment for high quality design principles and customer focused strategies.

As a person who isn't afraid of the "pen and paper" approach, I take part in the end-to-end UX process, from research to design and testing, utilising user centered design principles aimed at developing multi-platform experiences.

Two of my preferred design approaches revolve around data driven and user driven design. The reason for this is that critical design decisions should always be founded either on data analytics results or on personas characteristics and behavioural specifics. By combining the two approaches, the output becomes not only pragmatic but also user friendly.

My key strengths are my active listening skills that help me understand and define problems while creating the right solutions. These are doubled by my "doer" attitude and seamless team spirit developed through working in Agile environments.

Skills & Tools

- UX skills: user research, user observations, usability testing, prototyping;
- UX tools: Invision, Illustrator, InDesign, Photoshop, Sketch, Axure, Fireworks, Adobe XD, Brackets;
- Front-end skills: CSS, HTML, SASS, jQuery, JavaScript;
- Design skills: typography, color matching, compositional arrangement;
- Motion graphics tools: Premiere, After Effects, Flash;
- Project Management tools: JIRA, Base Camp, Trello.

Experience

UX Designer (Full time): Nov 2016 - present

Company, location: [Axa Insurance](#), Cobham - Surrey

Domain: Insurance - part of the AXA Group, the number one global insurance brand and a world-wide leader in financial services.

Manage design, delivery and maintenance of Axa Personal Lines engaging end-to-end user experience across all channels.

UX Designer (Full time): Apr 2015 - Nov 2016

Company, location: [Rentalcars.com](#), Manchester

Domain: Car Rental - the largest online car rental reservation agency in the world, part of Priceline

Group that also includes Booking.com, Priceline.com, Kayak.com, OpenTable and Agoda.com

Starting with the initial phase of product definition, my role is to craft ideas and to develop experiences. User research and quantitative data analysis are the foundation of my work. These feed into the mockups and scenarios that I create. The next step is to deliver wireframes, prototypes and also html files, as I have a background in Web Design as well. Using A/B testing results, I continuously improve the delivered design. I collaborate with back-end developers, sharing insights and approaches through all the phases of product development. My back-end knowledge helps me better understand their requirements while contributing to a tailored communication.

The work delivery style is based on Agile Methodology. As such, I work in an Agile environment with 2-week Sprints. Based on Scrum methodology, tasks are added after checking previous experiments and analytics or as a result of ideas meetings, where I contribute with feedback for existing ideas or with alternative new design ideas to the current backlog.

Being a data driven company, there is a high emphasis on optimization, where every design iteration is A/B tested (or multi variate testing) with users. The result is an iterative design process that does not imply blindly replacing interface elements with alternative new design ideas, but in basing design decisions on experiential justification and quantifiable results.

Freelancer (Project-based): Jul 2000 - present

Company: [Freelancer](#)

Domain: Telecommunications, Retail, Project Management, Financial Services

Lead and delivered various freelance projects that required design and development of websites, short movies, presentations, catalogues, banners for reputable international brands.

Some of the companies I collaborated with are: Asirom, Bancpost, Cartoon Network, Dr. Oetker, Garanti, Generali, Kraft, Nestle, Radisson, Romtelecom, Say, Skoda, Sprider Stores, Tchibo, Ursus Breweries, Vodafone, Western Union, Wind.

Web UX / UI Designer (Full time): Jul 2012 - Apr 2015

Company, location: [ORANGE Romania](#), Bucharest

Domain: Telecommunications - Orange is a leading network operator for mobile, broadband internet and fixed line in 32 countries.

My contribution was to design and develop sections of Orange.ro website while using tools such as Invision, Photoshop, Illustrator, Brackets. I collaborated closely with stakeholders from the Marketing Department.

The sections I was responsible for were:

- Orange TV Go, a television multiscreen platform which can be viewed on smartphones and tablets with either Android or iOS operating systems. I developed the interaction design and UI for the platform. I collaborated with product managers, engineers, executive leaders and countless teams within Orange Group to deploy the TV experience on Orange TV;
- Orange 4G section where I redesigned the section from concept to wireframe and design;
- Orange e-Shop updates.

Web Designer (Full time): Sep 2014 - Jan 2015

Company, location: [ORANGE Group](#), London

Domain: Telecommunications - Orange is a leading network operator for mobile, broadband internet and fixed line in 32 countries.

As a result of positive feedback received, I took part in a 5 month secondment at Orange Group. I

was involved in the design and development of multi-screen e-Shop modules for Orange Group websites.

Flash Designer (Full time): Jul 2009 - Jun 2012

Company, location: [Frank Communication](#), Bucharest

Domain: Advertising

Working for an advertising agency, gave me the opportunity to experience a wide range of tasks and to have a broad exposure to clients from various industries, with diverse design strategies. Among my deliverables were: animations, websites, banner campaigns, flash mini-games, layouts, Facebook applications.

Web / Print / UI Designer (Full time): May 2001 - Jul 2009

Company, location: [The Institute for Computerized Technology](#), Bucharest

Domain: Internet, Government and Public Sector

The core part of my first design role were to develop multimedia applications, develop multimedia CDs, presentations, websites. Some of the deliverables were made in collaboration with The Ministry of Education and Research and The Ministry of Culture (e.g. "TRANSILVANIA", "ROMANIA", "BRANCUSI", "Sparks for the new millennium", etc.).

Education

University (graduate)

[Bucharest Academy for Economic Studies](#) (1997 - 2001)

Major: Management, Sub-Major: Marketing.

High school (graduate)

[Dimitrie Bolintineanu](#) (1993 - 1997), Bucharest

Major: Mathematics and Computer Science.

Learning & Development

- Adobe Authorized training courses: Photoshop, InDesign, Illustrator, Dreamweaver;
- Photography courses;
- Project Management Professional (in progress);
- Google Online Marketing Academy - Google AdWords certification training.

Foreign Languages

- Romanian - Native;
- English - Advanced;
- French - Beginner.

Hobbies

Photography, travel, music, literature, gadgets, sports.