Mihai Marin

Sr UX Designer

+44 (0) 750 715 7208
mmihhai79@gmail.com
www.mihaim.com

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 lead the end-to-end UX process, from research to design and testing, utilising user centered design principles to develop multi-platform experiences.

My preferred design approaches revolve around data driven and accessibility driven design. In my view, critical design decisions should be founded either on data analytics or on personas characteristics and behavioural specifics. By combining the two approaches, alongside Agile ways of working, the output becomes not only pragmatic but also user friendly.

Skills & Tools

• UX skills: user research, user empathy, information architecture, 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

Sr. UX Designer (Full time): Jul 2019 - present
Company, location: LV=, London
Domain: Insurance, part of the Allianz Group

I am responsible for owning and coordinating the end-to-end UX across LV= websites, tools and apps, starting from the LV= digital experience strategy.

Working with senior stakeholders to ensure the user is put at the forefront of decision making, I essentially campaign on behalf of customers to ensure that the need for ease, efficiency and effectiveness is prioritised against business pressures.

The best parts of my role are that I can develop award winning UX through innovative research methods while keeping up with the latest trends in UX strategy, that I can lead the user delivery of strategic digital experience and that I can contribute to the performance of new and innovative digital projects.

UX Designer (Full time): Nov 2016 - Jul 2019
Company, location: Axa Insurance, Surrey
Domain: Insurance, part of the AXA Group, No. 1 global insurance brand

My main responsibility is to manage the design, delivery and maintenance of Axa Personal Lines while engaging end-to-end user experience across all channels and devices.

I design, communicate and gain consensus for commercially driven user experience improvement projects. By working closely with the digital team, analysts, business SMEs and Compliance I deliver fit for purpose designs, post implementation analysis and ongoing optimisation.

UX Designer (Full time): Apr 2015 - Nov 2016
Company, location: Rentalcars.com, Manchester
Domain: Car Rental - the largest online car rental agency, part of Priceline Group

Starting with the initial phase of product definition, my role was 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 created. The next step was to deliver wireframes, prototypes and also html files, as I also have a background in Web Design. Using A/B testing results, I continuously improved the design. I collaborated with back-end developers, sharing insights and approaches through all the phases of product development. My back-end knowledge helped me better understand their requirements while contributing to a tailored communication. I worked in an Agile environment with 2-week Sprints, based on Scrum methodology.

Being a data driven company, there was a high emphasis on optimisation, 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 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 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

As a result of ongoing positive feedback, I took part in a secondment at Orange Group. I was involved in the design and development of multi-screen e-Shop modules for Orange websites.

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

My contribution was to design and develop sections of Orange.ro website while using tools such as Invison, 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.

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.

Education

University (graduate)
Bucharest Academy for Economic Studies (1997 - 2001)
Major: Management, Sub-Major: Marketing.

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.