

DENISA MARINESCU

PRODUCT DESIGNER

denisamarinescu.com
de.marinescu@gmail.com
(+34) 68 41 79 233

WORK EXPERIENCE

STUART / SENIOR PRODUCT DESIGNER

OCT 2022 - PRESENT / BARCELONA, SPAIN

- * Employed Service Design methodologies to map out comprehensive operator journeys, identifying pain points and streamlining workflows.
- * Collaborated cross-functionally to create user-centred solutions that optimized supply and demand balancing, at-risk deliveries, and real-time decision-making.
- * Led in-depth user research initiatives, conducting interviews, surveys, and usability tests to gain actionable insights into operator behaviours and needs and translated them into elegant solutions.
- * Drove significant improvements in operator productivity, crafting solutions that reduced cost per order, increased success rate of deliveries by 38% and reduced time spent on task by 22%.

THOUGHTWORKS / SENIOR PRODUCT DESIGN CONSULTANT

SEP 2021 - PRESENT / BARCELONA, SPAIN

- * Designing the future of the staffing and growth experience at Thoughtworks global for better project alignment and Thoughtworker growth.
- * Facilitating product workshops for stakeholder alignment on business needs and user pain points. Bringing the customer voice to the team through research.
- * Experimenting with product solutions through prototyping, usability testing, iteration and refining ideas based on research insights and business goals.
- * Optimizing staffing processes, reducing turnaround time for assignment allocation by 12% and enhancing overall staffing efficiency.

HAUFE GROUP / SENIOR PRODUCT DESIGNER

SEP 2019 - SEP 2021 / BARCELONA, SPAIN

- * Designing the service of on-boarding through exploratory research, proof-of-concept prototyping and customer journey mapping and crafting the experience of two service touchpoints (CMS web app and Onboarder mobile app).
- * Conducting and analysing contextual interviews, customer journey maps, personas, surveys and usability testing. Experimenting with prototypes, testing, iterating and refining ideas based on the research insights.
- * Creating and maintaining the product's design system library (web app and mobile app).
- * Helping the product double its customer base. Evangelising customer obsession.

METHODS

Journey mapping
Service mapping
Contextual interviews
Personas
Low and High fidelity prototyping
Usability testing
Heuristic Evaluations
Surveys
Workshop facilitation
Problem framing
Design systems

CERTIFICATIONS

d.MBA

Online masters in business for designers

Nielsen Norman Group

Assesing designs through UX methods

Managing UX strategy

Effective trade-offs

Signal Noise

Data visualization workshop

DENISA MARINESCU

PRODUCT DESIGNER

denisamarinescu.com
de.marinescu@gmail.com
(+34) 68 41 79 233

ORACLE NETSUITE / USER EXPERIENCE DESIGNER

SEP 2016 - SEP 2019 / BRNO, CZECHIA AND BARCELONA, SPAIN

- * Designing the next generation predictive analytics application that pushed the company into Gartner's top 10 financial cloud services.
- * Prototyping and conducting usability testing. Iterating and refining on product solutions.
- * Creating a UX component library which helped scale out the team from two to five designers.
- * Collaborating with the core UI framework team to unify behaviours and interactions in our company design system.

QFIX SOLUTIONS/ PRODUCT DESIGNER

APR 2015 - SEP 2016 / BRNO, CZECHIA

- * Crafting the product design for a mobile and web application in the Czech and Slovak broker markets.
- * Conducting workshops at the client's site to explain design thinking processes and show design iterations.
- * Conducting persona interviews and empathy maps.
- * Prototyping solutions and working closely with the development team.

SOFTWARE AND TOOLS

Pen & paper
SketchApp
Figma
InVision
Frontify
Jira, Kanbanize
ProductBoard
UsabilityHub
Typeform
Abstract
Miro, Mural