



Diana Toderas

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ABOUT ME

UI/UX Designer with over 5 years of experience. Looking for new challenges.

WORK EXPERIENCE

UI/UX Designer

Endava [01/2018 – Current]

City: Iasi

Country: Romania

At this company I worked on <https://www.leboat.com>. Le Boat is part of the Travelopia group and it offers you the possibility to rent a boat for a vacation. I worked for 6-8 months on this project. The challenge was to adapt quickly (at that moment I was also new in Endava) and to replace the old designer. Another challenge was to keep Le Boat and another project in balance - I was allocated for two projects in that period, but everything was ok. For Le Boat I designed the desktop, tablet and mobile versions.

As I said, I worked on Le Boat and on another project named Nets. Nets is the biggest payment solution in Denmark. At Nets I worked 3 years at the mobile app (Android and iOS) and at many desktop portals for their creditors and debtors. At this project I had a lot of challenges, it's a very complex project with many streams, different product owners and different teams (50 developers/testers/BAs in total). Another challenge was the terminology and all the technical knowledge about the payments.

For both Le Boat and Nets I created the mockups and prototypes and I developed first the UX logic and then the UI.

In present I am working at a project named Citykey (from Telekom) - I started to work on this project in March 2021. We are 2 designers and 20-30 developers. Citykey is a mobile app (iOS and android) and we are taking care of both. Citykey is a project for citizens. With this app they can see what is new in their city, can find events, cool places, can schedule appointments to the offices, can report a problem they found in their city. In parallel with the mobile app we are creating a portal which helps cities to add/edit their own content in the mobile app. They will add the content in the portal for different services and will have the possibility to preview it on their mobile device and then to publish it online.

Tools: Sketch, Marvel, Invision, Illustrator, Indesign.

UI/UX Designer

Bytex Software Services [08/2017 – 10/2017]

City: Iasi

Country: Romania

UI/UX Designer & Mobile Designer

Biesse Solutions [11/2016 – 08/2017]

City: Iasi

Country: Romania

I designed mobile applications for iOS and Android and I updated some existing websites. The applications I've created were from different domains: cruise, transportation, apps which helps you to find a lawyer/doctor/teacher/any other expert, cars, truffles online shop, hotel booking, apps for deaf people etc.

Technologies used:

- Adobe Photoshop
- Invision
- Appdemostore
- Sketch

UI/UX Designer

IBC Romania [02/2016 – 09/2016]

City: Iasi

Country: Romania

I designed WordPress themes, updated existing websites, logos, flyers and posts. The working process began with a pen & paper sketch, continued with a wireframe - usually done in Balsamiq, then a prototype and finally a high-fidelity design in Photoshop. I was focused to obtain an intuitive and user-friendly design.

Technologies used:

- Adobe Photoshop
- Adobe Illustrator
- Balsamiq
- Pen & Paper :)

Frontend Developer & UI/UX Designer

Rad Cloud [06/2014 – 02/2016]

City: Iasi

Country: Romania

I created web application interfaces logos, flyers, invitations for various events and I designed WordPress themes and business cards. I also created all the digital content for social networks like seasonal cover photos, images for new releases, events and articles etc. Applying the finishing touches to device photos was also one of my responsibilities.

Important projects:

<http://www.picapp.net>

<http://www.appsimulator.net>

<http://rad-cloud.eu/>

Technologies used:

- Adobe Photoshop
- Adobe Illustrator
- HTML5
- CSS3
- Javascript
- SVG

Intern

Rad Cloud [05/2014 – 06/2014]

City: Iasi

Country: Romania

I worked at one of the company's tool, www.picapp.net in the frontend development area. I also started to design an identity for this new tool.

Technologies used:

- Adobe Photoshop
- Adobe Illustrator
- Balsamiq
- HTML5
- CSS3

Graphic Designer

Freelancer.com [09/2012 – 05/2014]

I created various logos, banners, application interfaces, icons and other graphic products for various clients. The challenge was to understand the clients' vision and sometimes guide him on the right path because his ideas were not corresponding with the style of the finished product that had to be created.

Technologies used:

- Adobe Photoshop
- Adobe Illustrator

EDUCATION AND TRAINING

Design Gamification Level 2 (Intermediate)

Udemy [2023 – 2023]

Design Gamification Level 1 (Basic)

Udemy [2023 – 2023]

Digital Marketing Basics

Google Digital Garage [2022 – 2022]

User Experience and Interaction Design

The Interaction Design Foundation [2016 – 2016]

Bachelor's degree in computer science

Faculty of Computer Science, University "Al. I. Cuza" [09/2012 – 02/2017]

Address: Iasi (Romania)

Baccalaureate

Highschool "Vasile Alecsandri" [09/2008 – 06/2012]

Address: Iasi (Romania)

LANGUAGE SKILLS

Mother tongue(s): **Romanian**

Other language(s):

English

LISTENING B2 READING B2 WRITING B2

SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2

Italian

LISTENING A1 READING A1 WRITING A1

SPOKEN PRODUCTION A1 SPOKEN INTERACTION A1

DIGITAL SKILLS

Agile / Scrum / Adobe In Design and Photoshop / Sketch / invision studio / Marvel Prototype / Flgma / Management tools (JIRA, Confluence) / Balsamiq / Overflow / Zeplin

DRIVING LICENCE

Driving Licence: B

HONOURS AND AWARDS

Black Belt

Vovinam Integral Federation [2016]

Martial Arts Referee

Vovinam Integral Federation [2016]

First Place

Fii Practic - JavaScript contest [2015]

ORGANISATIONAL SKILLS

Organisational skills

In all the companies I worked, I tried to follow some leadership principles which I learned at the first company I worked (Rad Cloud):

Ownership - each person must be fully responsible for the work he does

Dive deep - analyze a problem deeply, until you find an answer

Customer Value - each member of the team must bring value to customers through his work

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

Good communication skills, with team members and with clients.

Good adaptability in a team.

Ability to work remotely and still maintain a good communication with the other team members.

I like to have challenges, to learn and improve my skills.

VOLUNTEERING

UI/UX Designer

I created the UI and the UX for <http://civicheroes.ro> .