



# Mihai Raul Halimi-Nistor


## UI/UX designer

### Personal information

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### Software knowledge

Sketch 

Illustrator 

Photoshop 

HTML/CSS 

Interaction 

Prototyping 

### Additional skills & knowledge

- Identifying user struggles
- User testing
- User personas
- Atomic design principles
- Vector illustrations & icons
- Interaction design
- Photography
- Motion graphics
- Elementor & wordpress



### Summary

I am a UI/UX Designer, working in Product under Agile. Experienced with creating and owning design systems, with prototyping and user testing, and in leading design on a product.

Apart from product, I work as a web developer, creating websites for various businesses throughout my career, including eCommerce, through Wordpress and Elementor. This helped me amass a great number of skills and knowledge in fields such as SEO, Analytics, Hotjar, and Google Business.

I also work in branding and packaging, and had past experiences in advertising, editorial and motion graphics.



### Work Experience

Nov 2019 -

#### Junior Product Designer

Reed.co.uk, London

- Playing an important role in the end-to-end UX, UI and interaction of an upcoming product;
- Design lead in a second agile product team;
- Responsible in creating and updating design systems;
- Stepped up in the absence of creative leadership and mid-senior designers during Covid-19;
- Supporting marketing in providing digital assets and email designs.

Oct. 2017 - Apr. 2018

#### Web Designer intern

Interforesta, Baia Mare (RO)

- Developed the website of a 3000+ products company;
- Responsible with web management, including developing online presence and SEO;
- Achieved a 150% increase in organic web traffic in three months;
- Increased in-store visits by over 50% in a quarter;

Jun. 2018 - Sept. 2018

#### Graphic Design intern

Omawake, Birmingham

- Sole designer in a start-up business;
- Created daily content for social media (ads, videos, informatives);
- Designed assets for the company (icons, how-to's);
- Facilitated tech team's workload by designing UI for the mobile app.



### Education

Sept. 2016 - Jul. 2019

#### BA (HONS) - Graphic Communication

Birmingham City University (UK)

- Graduated with 2:1 ;
- Recipient of the 2017-2018 Google Developer Challenge Scholarship;
- Developed large scale projects, such as bike-sharing for Birmingham;