EUGENIA BALAN
UI/UX DESIGNER

CONTACT

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- 90419 Nürnberg

LANGUAGES

- English - fluent
- German - fluent
- Romanian - native

DESIGN SKILLS

METHODS/ FRAMEWORKS

- Design Thinking Process
- Lean UX
- UX Design Sprint

UX DESIGN

- Empathize (user interviews, empathy maps, user pain points, personas, user stories, user journeys)
- Define (problem statements, value propositions)
- Ideate (Brainstorm, Competitive Audits, How Might We, Crazy Eights)
- Prototype
- Test (A/B Preference Testing, Scenario-based Usability Testing)

UI DESIGN

- Gestalt Principles
- Usability Heuristics
- Style Guides
- Mood Boards
- Typography
- Color palettes
- Shapes patterns
- Visual Design
- User Interface Animations

PROFESSIONAL PROFILE

UI/UX designer with a background in psychology and education. Recently took part in a graphic design training program, where I worked on business cases projects alone and in teams. Unfolded my potential by collaborating in design teams to achieve marketing and design goals.

WORK EXPERIENCE

Graphic Design Training at "Brainnest"
June 2022 - July 2022

Elektra Gym Opening Poster
- Designed a poster announcing the grand opening of a gym.
- Created the design through following the company requirements and considered its values and characteristics.
- Discovered and deeply understood the shape psychology, how to make color palettes and how to create layout cohesion.

Marco Indigo Ice-Cream Shop
- Worked in an international team to create the logo design, business cards, flyers, menu, and employee uniform of an ice cream shop.
- Fulfilled business requirements through analyzing the company's target market, its values and style by dividing the tasks in the team.
- Achieved good collaboration with the team. Gained a deep understanding of typefaces, design hierarchy, composition, color psychology and logo design.
- Completely redesigned the project to use it as a portfolio piece.

Crystalline Rose Beauty and Cosmetics Company
- Worked in an international team to design the logo, social media, Email templates and labels for a beauty brand.
- Fulfilled business requirements through following the brand description and its desired design style. Divided tasks in the team and collaborated to achieve the goal.
- Gained deep understanding of grids, social media templates, Email marketing, web elements and using the brainstorming method for creating unique ideas.

Career Foundry UI Design Program
April 2021 - March 2022

Pocket Advisor, iOS Money-saving Mobile App
- Designed a money-saving app from the exploration and research, to ideation, prototyping, user testing and final UI design.
- Used the User-Centered Design approach to achieve the design goals.
- Gained a deep understanding of design thinking, user stories, user flow diagram, prototyping, interaction design, animation and building a cohesive brand.

EasyCooking, Responsive Recipe Web App
- Designed a responsive web app from the exploration, research to the ideation, wireframing, prototyping, user testing and UI design.
- Used the steps from the design thinking process and User-Centered Design approach to achieve the final goal.
- Acquired deep knowledge about interpreting business requirements, user research, responsive web design, UX fundamentals and user psychology.

Connecting Ideas, iOS & Android Mobile App

- Designed a mobile app for iOS and Android from research to ideation, wireframing, prototyping, user testing to final visual design.
- Used the design thinking process and adhered to Human Interface Guidelines and Material Design to achieve the design goals.
- Acquired deep knowledge about mobile app design, creating style guides, wireframing and prototyping, UI elements, patterns, and hierarchy.

Vintage Clothing, iOS Native App

- Designed the UI design of an e-commerce iOS native app.
- Used the design heuristics to achieve the project brief requirements.
- Gained deep understanding of design principles and heuristics, visual design fundamentals, pixel-perfect design, shapes, layers, Boolean operations, and designer-developer hand off.

ADDITIONAL WORK EXPERIENCE

Kindergarten "Kindergut" & "Am Hasnbuckl" Nürnberg

January 2020 - March 2022

- Worked with an intercultural group of 15 to 26 children from 1 to 6 years old to manage daily educational progress. Achieved this goal through keeping a tight collaboration with the parents and team colleagues.
- Kept a record on every child's development through registering the educational progress in the portfolios and job-related documents.
- Enrolled in the further educational program "Early childhood development".

EDUCATION

Certified UI Designer
Career Foundry, Berlin
April 2021 - March 2022

Master's Degree in Public and Clinical Health Psychology
University "Babes-Bolyai", Cluj-Napoca, Romania
October 2014 - July 2016

Bachelor's Degree in Educational Sciences
University "Ion Creanga", Chisinau, Moldova
September 2009 - June 2013

ADDITIONAL EDUCATION

- Start the UX Design Process: Empathize, Define, and Ideate, Google
- Foundations of User Experience (UX) Design, Google
- Dieter Rams: Principles of Good Design, LinkedIn Learning
- The Five-Step Creative Process, LinkedIn Learning
- Learn Figma – UI/UX Design Essential Training, Udemy
- App Design with Sketch: UI and UX, Udemy
- The Complete Graphic Design Theory for Beginners Course, Udemy
- How to Paint from Beginner to Master, Udemy
- Basic Fashion Illustration, Udemy
- Personal Development Life Coach Training, Udemy
- Design Rules: Principles + Practices for Great UI Design, Udemy