



RADU
fotolescu

UX & UI Design Consultant

Work Experience

HSBC Bank Plc

UX Consultant via RMA Consulting Ltd

December 2016 - Present

Gather requirements from client stakeholders and SMEs in one-on-one sessions and through leading workshops;
Create vision journeys and concept work early on in a project or for new business development;
Lead and participate in collaborative sketching workshops;
Perform formative user research and summative user experience testing and evaluation throughout the project;
Create abstract concept models to illustrate user journeys, personas and goals information models and more;
Produce wireframes and interactive prototypes to depict proposed functionality to stakeholders, potential users, developers and other audiences;

Santander Bank Plc

UI Consultant via RMA Consulting Ltd

October 2016 - December 2016

Established and promoted design guidelines, best practices and standards for a big data lake transformation program across finance, risk and accounting functions for Santander UK.

The requirement was to create a proof of concept by implementing two main functionalities for a generic adjustment in the data lake and the systems that ran on it.
Executed all visual design activities from concept to final hand-off to the development team.

AlgoMi Ltd

Lead UX Designer

September 2015 - September 2016

AlgoMi creates the bond information network that enables all market participants to securely and intelligently harness data to make valuable financial trading connections.
Lead the design strategy and information architecture for all of AlgoMi's products as well as worked on concepts that consolidated AlgoMi's position on the market.
Responsibilities included:
Development and management of a user/client testing process from an UX perspective;
Collaborating with project teams to define strategy, site architecture and navigation, map out user flows and define high-level interactions;
Ensuring essential departmental training takes place to improve skill level within the group;
Author various strategy documents, analyses, UI and functional specs and style guides;

Unibet

Lead UX Architect

February 2015 - September 2015

Responsible for defining and driving the design strategy for Maria Casino, the second brand in Unibet's portfolio. Maria Casino started a re-branding process by collaborating with a design agency in order to provide an enhanced user experience.

UXDT Ltd

UX & UI Design Consultant

May 2014 - Present

UX Design Today is an e-learning platform specialized in user experience design prototyping and strategic design courses for both beginners and advanced users. Apart from video courses, UXDT is also developing premium web and mobile widget libraries for Axure RP, design patterns and branded elements to help both user experience professionals and product managers create better prototypes and improve the quality of their deliverables.

..... and more...

Recommendations

"From day one when approached with a UI / UX challenge he had thoughtful, meaningful recommendation to move the design forward in a way that our customers could understand without a need to retrain new behaviors."

"Radu is a passionate advocate of UX and brings a wealth of experience. His work produces well thought out user journeys and innovative and engaging experiences for customers and balances business strategy & objectives with customer needs and expectations."

About me

Lead UX and UI Designer with a strategic mindset and great communication skills. I follow a user centered design process can be seen more as a multi-level problem solving process in which I analyse and foresee how users are likely to use a product based on industry specific data, but also to test the validity of the design in user testing sessions.

By wireframing and prototyping you widen the set of potential ideas in order to make the interface better therefore the prototyping process that I follow is based on a build-measure-learn feedback loop: Identify the requirements, develop the initial prototype, review and gather feedback, revise and enhance the prototype. And this process repeats itself until the desired result is reached.

Skills

I have extended experience with all the major software development methodologies such as iterative and incremental, Agile, Kanban, XP etc and I have a wide range of skills including:

USER EXPERIENCE



ADVANCED PROTOTYPING



SKETCHING & WIREFRAMING



PERSONAS & TASK FLOWS



USER JOURNEYS



SKETCH



PHOTOSHOP



HTML / CSS



AGILE PROCESSES



RESPONSIVE DESIGN



DESIGN STRATEGY



and many more...