



**RADU**  
fotolescu

UX & UI Design Consultant

## Work Experience

### UBS

**UX Consultant** via RMA Consulting Ltd

June 2017 - Present

UX consultant for UBS Neo, the first truly cross-asset investment banking platform. Neo delivers a seamless cross-asset experience, and a fully integrated cross-functional experience, all in one place.

Working across Equity Trading, Equity Sales Trading, Block Trading and Transaction Cost Analysis.  
<http://about-neo.ubs.com/>

### HSBC Bank Plc

**UX & UI Consultant** via RMA Consulting Ltd

December 2016 - May 2017

Lead the UX and Visual Design processes for an HSBC client facing web based tool for alternative Global Asset Management funds called Investor Insight.

As the tool has a global client base, with the biggest user base in Hong Kong, the design had to ensure that all regions were considered, consulted and provide sign off for the tool. Therefore stakeholder management was a big part of my work on this project, working closely to the business analyst to capture all their needs. I delivered personas, user journeys and a rich Axure prototype, as well as the final UI specs.

### 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;

Collaborated with project teams to define strategy, site architecture and navigation, map out user flows and define high-level interactions;

Ensured essential departmental training takes place to improve skill level within the group;

Authored various strategy documents, analyses, UI and functional specs and style guides;

### Kindred Group

**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...

## 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:

UX & UI DESIGN

SERVICE DESIGN

WIREFRAMING & ADVANCED PROTOTYPING

PERSONAS, TASK FLOWS & USER JOURNEYS

SKETCH

AXURE RP

PHOTOSHOP, ILLUSTRATOR & INDESIGN

PROJECT MANAGEMENT

AGILE PROCESSES

RESPONSIVE & MOBILE DESIGN

DESIGN STRATEGY

HTML & CSS

PYTHON PROGRAMMING

DATA SCIENCE & MACHINE LEARNING

and many more...

# Recommendations

## Ruby Thethi - E-COMM Senior Business Analyst at HSBC

*"Having worked with Radu in building a new web based platform I would recommend him for both his UX and UI proficiency. He has a solid understanding of the financial services industry which enabled him to quickly and easily understand a diverse spectrum of user persona's and associated behaviours. Radu is an extremely personable individual. He was able to engage stakeholders to ask the right questions and ensure his UX was both functionally and aesthetically in line with stakeholder expectation and corporate standards.*

*An invaluable asset was an interactive UX design prototype created by Radu. This allowed our global stakeholders who were unfamiliar with wireframes, to sample the product offering and validate the usability, content and layout of the design solution; elements that could have been missed by reviewing wireframes alone. Additionally, the prototype allowed him to proactively elicit feedback and tweak the design to ensure he offered the best possible UX solution. His work to date has received high praise from senior stakeholder and clients alike. Radu has an enthusiastic and positive approach which made working with him a pleasure."*

## Mischa Weiss-Lijn - Head of Experience Design at RMA Consulting Ltd

*"The first thing that strikes you about Radu is his energy and enthusiasm. Having had the pleasure of working with Radu on a recent project, I can attest to the fact Radu genuinely throws himself into his work. His positive attitude is infectious and helps him drive things forward and build strong relationships across the project team.*

*He did a great piece of work; delivering personas, user journeys and a rich Axure prototype, working well with the visual designer, and picking up the UI reigns when she rolled off, to also deliver the UI spec.*

*Radu has got a genuinely broad and strong set of skills - along with the ambition and drive to make a success of things. He will go far, I'm sure."*

## Andrew Martin - Chief Technology Officer at Channel Partners Capital

*"Radu joined our team at Algomi and immediately dug in to learn the products and processes.*

*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 consistently delivers beyond expectations and if given the opportunity i would absolutely work with him again in the future."*

## Simon Hogfress - Head of Site at Kindred Group

*"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."*

and more...

## Author and UX Instructor featured on:



Adobe CC Blog

<https://blogs.adobe.com/creativecloud/author/radufotolescu/>



Teachable

<https://learn.uxdesign.today/>



Udemy

<https://www.udemy.com/axure-fundamentals/>