



Experience

Lead Product Designer

Planable

Jul 2023 - Present (3 years)

Full time on-site, Chisinau, Moldova

- Drove 52% app adoption growth leading features end-to-end
- Improved retention by 20% through quality-focused design decisions
- Eliminated dev handoffs through direct engineering collaboration

Senior Product Designer

Planable

Aug 2020 - Jul 2023 (3 years)

Full time on-site, Chisinau, Moldova

- Redesigned onboarding and publishing flows, increasing activation by 40%
- Shipped AI integration to 80% adoption with strong user retention
- Grew supported channels from 4 to 10 through planning and coordination redesign

Independent Practice

Advisera · Inside Coach · Planable · LiveCom

Aug 2019 - Present (7 years)

Freelance remote

- Delivered UX/UI across multiple clients in B2B SaaS and e-learning
- Shipped MVPs end-to-end and improved usability for existing products
- Balanced parallel projects through fast iteration and clear communication

Product Designer

Agile Partners

Mar 2019 - Oct 2019 (8 months)

Full-time remote

- Designed interfaces for fintech startups across internal tooling and CRMs
- Prototyped and refined new product concepts with product and engineering teams

UX/UI Designer

Atomate

Jun 2018 - Mar 2019 (10 months)

Full time on-site, Chisinau, Moldova

- Designed UI for internal automation software and enterprise dashboards
- Introduced usability testing and design system components to a delivery workflow that had neither

Visual Designer

Terranet

Jul 2016 - Aug 2017 (1 year & 1 month)

Full time on-site, Chisinau, Moldova

- Designed web and mobile visual assets for clients across fintech, travel, and media
- Worked closely with developers and marketers to keep work on-brand and shipworthy

Education

M.Arch, GPA 3.5 (B)

Technical University of Moldova

Sep 2012 - Jul 2018

Chisinau, Moldova

Languages

English

Romanian & Russian

B2

C2