Alina Postolache

Junior UX/UI Designer

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PROFILE SUMMARY

- **Junior UX/UI Designer** with **2 years** designing online stores and mobile shopping screens for agency clients, after 6 years as a brand designer at a Bucharest branding studio.
- Designs in **Figma** with Auto Layout and each client's component library, tests with **Maze**, and checks every screen in **Stark** before it goes to a client review.
- Strongest in **visual hierarchy**, **responsive product pages** and **accessible form states**, with an eye for type and spacing that comes straight from brand work.
- Works with a project manager, a senior designer and 4 to 6 front-end developers on each client, and presents her own screens in client reviews.
- Keeps the studio's shared icon library in order and runs a monthly type and layout session for the 2 newest designers.

TECHNICAL SKILLS

UI Design Tools:	Figma, Auto Layout, FigJam, Adobe Illustrator
Prototyping Tools:	Figma prototyping, Smart Animate
Visual Design Foundations:	Typography, Layout grids, Iconography, Color systems
Responsive & Platform Guidelines:	Responsive design, Breakpoints, Material 3
Design Systems & Components:	Component libraries, Variants and properties, Design tokens
Accessibility Standards & Tools:	WCAG 2.2 AA, Stark, Color contrast
Testing & Handoff Tools:	Maze, Hotjar, Figma Dev Mode, Jira

EDUCATION

University of Art and Design Cluj-Napoca — **B.A. in Graphic Design** — Cluj-Napoca, Romania · Oct 2015 to Jun 2018

Coursera — **Google UX Design Professional Certificate** — Remote · Mar 2024

WORK EXPERIENCE

Evozon — **Junior UX/UI Designer** — Cluj-Napoca, Romania · Nov 2024 to Present

- Redesigned the product pages of a home and garden retailer's online store for phone, tablet and desktop, with bigger photos and a sticky add-to-cart bar, raising mobile add-to-cart rate by **13%**.
- Wireframed the **14** checkout screens for a pharmacy client's new online store in FigJam, and agreed the order of every step with the client and the developers before visual design.
- Built high-fidelity mockups and a clickable Figma prototype of a furniture brand's room planner, which the client approved in **2** review rounds instead of the 4 in the project plan.
- Fixed **38** contrast and focus issues across a fashion client's storefront with Stark, bringing every page template to WCAG 2.2 AA ahead of the European Accessibility Act.
- Tested 3 filter layouts for a sportswear client in Maze with 45 shoppers, then shipped the one that cut the time to find a product from **52 to 31 seconds**.

Brandient — **Brand Designer** — Bucharest, Romania · Aug 2018 to Oct 2024

- Designed brand identities for **20+** clients in retail, banking and hospitality, including logo systems, color palettes and type rules for print and digital.
- Built a library of **60** reusable web banner and social templates in Figma for a telecom client, so its in-house team could make new campaigns without the studio.
- Prepared web assets and written specs for **12** client websites, and checked each build against the designs with the developers before launch.