

VICTOR ARMAS

Senior Product Designer

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SKILLS

Software Toolbox

Figma, Sketch, MiroBoard, InVision, Adobe Illustrator, Adobe XD, Adobe Photoshop, Looker, Jira, UserVoice, Usertesting.com, MixPanel, ProductBoard

UX Skills

User Research, User Flows, Information Architecture, Sketching, Wireframing, Storyboarding, Prototyping, Usability and Experience evaluation, UI Design, Project Management

Design Thinking

Building Customer Empathy, Problem Definition, Diverging & Converging Ideation, Experiment Design, Moderating Design Thinking Workshops

Web Development

HTML5, CSS3, JS, PHP.

STRENGTHS



Innovative Thinker

Capable of generating creative and original ideas to solve complex problems.



Detail-Oriented

Focused on precision and accuracy in all aspects of design and development.



Strong Communicator

Skilled in conveying ideas effectively both verbally and visually to diverse stakeholders.



Adaptable Leader

Able to lead and thrive in dynamic and fast-paced environments with flexibility and resilience.

LANGUAGES

English	Fluent	● ● ● ● ●
Romanian	Native	● ● ● ● ●
Russian	Native	● ● ● ● ●
German	Elementary	● ● ● ● ●

SUMMARY

Experienced Product Designer with a background in UX, Innovation and Software Engineering, based in London, UK. Open for work opportunities in growing and high-profile companies.

EXPERIENCE

Senior Product Designer

2022-2023

Tray.io

London, UK

- Optimised onboarding and supported core product development as well as new features like incorporation of AI that resulted in 40% TTV improvement.
- Led the design process for 15 projects by developing user flows and information architecture, prototyping and conducting user testing.
- Organised and led 4 design workshops across product team resulting in 24 new features on product roadmap.
- Led the design system foundations rebuilt and continuous improvements.
- Supported and mentored junior product designers.

Senior Product Designer

2018-2022

Dext.com

London, UK

- Led the design across multiple value streams to drive adoption, engagement, automation, integrations and workflows acceleration in a FinTech product for accountants on a global scale.
- Improved customer time and effort in performing value actions by 60% by conducting research, ideation workshops, user tests and designing high-fidelity prototypes.

UX Designer

2017-2018

Glass.ai

London, UK

- Designed query building interfaces for an AI system that interprets the US and UK web, designed and prototyped live market reports, data visualizations.
- Led £2M project by conducting user research, wireframing, and usability testing for an improved user experience.

UX Degree Project

Jan-Jul/2016

Intel Labs

London, UK

- Researched ways of facilitating adoption of IoT devices in home environments.
- Designed and developed a universal reprogrammable remote-control device.
- *Key activities: User research, Sketching, Storyboarding, Physical Prototyping (Arduino, RPi), In-situ evaluation*

Full-stack developer

2012 – 2014

Dekart

Chisinau, MD

- Designed, developed and maintained online reporting systems for national utilities companies that facilitated a faster error detection and reduced maintenance costs.
- *Key activities: Interface Design, Programming Python, JavaScript, HTML, PHP.*

IT Coordinator

2013-2015

Transparency International-Moldova

Chisinau, MD

- Reduced IT downtime by 70% by coordinating maintenance and acquisition of software and hardware for 10 users.
- *Key activities: IT consultancy, Training, Coordinating maintenance, acquisition of software and hardware.*

EDUCATION

Certified in UX Management

2020

Nielsen Norman Group

London, UK

Master's in Human-Computer Interaction

2015-2016

University College London

London, UK

Minor in Innovation and Entrepreneurship

2014-2015

Royal Institute of Technology

Stockholm, SE

Master's in Information Technology

2012-2014

Technical University of Moldova

Chisinau, MD

Bachelor's in Computer Science and IT

2008–2012

Technical University of Moldova

Chisinau, MD