

naomi petricioiu.

Digital Designer

npetricioiu00@gmail.com

+46768988871

naomipetricioiu.com

EXPERIENCE

Junior UX/UI Designer — Cornerstone Technologies, Bucharest, Romania

JULY 2021 - JULY 2023

<https://cst.ro/>

Developed wireframes for mobile and web applications (health, management systems & dashboards, e-commerce & NGO's), significantly improving interaction and creating a functional design

Close work and collaboration with programmers in ideating and formulating UX solutions to meet content, functionality and client requirements:

- ideation, user research and information architecture for new projects as well as simplifying existing designs for better user experience
- design systems
- graphic design (logo design and icon design)

Internship Digital Designer — Cornerstone Technologies, Bucharest, Romania

MARCH 2021 - JUNE 2021

Internship project: wire-framing and layout design for the company's website redesign

- graphic design & social media content for internship promotion
- assisting and collaborating with the design team, participation in client meetings

EDUCATION

Bachelor's Degree in Informatics, specialisation New Media Design — Jönköping University, Jönköping Sweden

AUGUST 2019 - JUNE 2023

Collaborative Bachelor Thesis, "What's in a Name? How Perceived

SKILLS

UX/UI Design: Wireframing, prototyping, user flows, usability testing, accessibility, design systems

User Research: Surveys, interviews, competitor analysis, persona creation

Information Architecture: Site mapping, navigation design, content structuring

Branding & Visual Design: Logo design, typography, iconography

TOOLS

Design & Prototyping:

Figma

Graphic Design: Adobe Creative Cloud (Illustrator, Photoshop, InDesign, AfterEffects)

User Research & Testing:

Google Analytics

Project Management &

Collaboration: Jira, Notion, Microsoft Teams

Basic Frontend Knowledge:

HTML, CSS, JS

Music Playlist Personalization Influences Content Expectations"

grade 5 (Excellent), published research:

https://link.springer.com/chapter/10.1007/978-3-031-42293-5_77

Programming in C# exchange course for completion of degree (7,5 credits)

Additional Courses — Linnaeus University, Växjö Sweden

JANUARY 2023 - MAY 2023

Cross-Media Production (3,5 credits)

Video Production (7,5 credits)

ADDITIONAL EXPERIENCES & ACTIVITIES

Volunteer at JU's International Integration Committee — Jönköping University, Jönköping Sweden

Responsible for designing and managing graphics and social media content to promote events and activities. Coordinating and organising student activities to enhance engagement and inclusivity

Au-Pair

Immersed in German culture while providing childcare and household assistance. Supported the family by organising daily routines and ensuring a positive and educational environment for children. Developed cross-cultural communication skills and German language learning (B2.1)

National Public Speaking Competition in English — Colegiul National Vlaicu Voda, Romania

<https://esu.ro/>

Participation in a national-level competition, enhancing public speaking, persuasive communication, and presentation skills

LANGUAGES

Romanian - native

English - fluent (C1) (IELTS Certificate 2019)

German - Intermediate (B2)