naomi petricioiu.

Digital Designer with a background in New Media Design and Digital Product Development

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EXPERIENCE

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

JULY 2021 - JULY 2023

https://cst.ro/

Developed wireframes, prototypes, and responsive UI for mobile and web applications across health-tech, management systems, dashboards, e-commerce, and NGOs, significantly enhancing usability and interaction.

Conducted user research, competitive analysis, and usability testing to gather insights and improve product performance, user engagement, and overall design.

Collaborated closely with developers to ideate and implement UX solutions that meet content, functionality, and client requirements.

Designed and maintained design systems to ensure brand consistency, scalable UI components, and improved user experience.

Created logos, icons, and other graphic assets to support branding and enhance visual appeal.

Internship Digital Designer — *Cornerstone Technologies, Bucharest, Romania*

MARCH 2021 - JUNE 2021

Led wireframing and layout design for the company's website redesign, improving content structure and navigation for a better user experience.

Designed social media graphics and promotional content to support internship recruitment efforts.

Assisted the design team in client meetings, brainstorming sessions, contributing to creative solutions and project development.

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, Miro

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 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 (B2.2).

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.

Basic Frontend Knowledge:

HTML, CSS, JS

LANGUAGES

Romanian – native

English – fluent (C1) (IELTS Certificate 2019)

German – Intermediate (B2)