

Design leadership summary

- Experienced Principal Product Designer with 20+ years of expertise in both individual contributor and leadership roles.
- Proven ability to create successful design strategies and user experiences for digital B2B and B2C products, while building customer-centric processes and leading design teams.
- Strong visual and interaction design background, with a focus on shaping strategic design vision, applying system thinking, and growing design teams for the last 5-7 years.
- Capable of executing any part of the design process from research and definition to design and validation, delivering measurable design results that delight users and solve their problems.

Career experience

2018 - 2023 Principal Product Design Lead at Amazon Web Services | Seattle, WA, USA

- Led UX strategy and delivery for EKS, one of AWS's most profitable and fastest-growing services.
- Aligned business objectives with user goals, resulting in a cohesive and seamless experience for customers across the AWS Containers segment.
- Built a user-centric process for the EKS UX team, consistently enhancing and delivering a product that simplifies Kubernetes users' workflows.
- Successfully launched rePost.aws, a customer-facing cloud expert portal with thousands of users, and drove UX strategy and delivery for multiple AWS products.
- Successfully launched 2 POC design prototypes and gained buy-in from leadership, resulting in the implementation of innovative design solutions and improved user experiences.
- Developed and evolved a Design System supporting AWS T&C products, designing elegant and intuitive experiences for desktop and mobile platforms, resulting in increased customer satisfaction and engagement.

2016 - 2018 Sr. Product Designer at BitTitan | Bellevue, WA, USA

- Led design efforts for core features of B2B cloud platform MSPComplete, resulting in a successful implementation of the design strategy and improved customer experience.
- Established a customer-centric design process and implemented UX metrics, resulting in a data-driven approach to design and increased user satisfaction.
- Developed a Design System that serves product needs and provides a cohesive User Experience, leading to a streamlined design process and increased efficiency across teams.

2016 - 2016 Sr. Product Designer at CleanPower Research | Kirkland, WA, USA

- Led design efforts for energy consumption calculator Wattplan, resulting in an intuitive and engaging user experience that successfully balanced user needs and value points with business objectives.
- Established and evolved a user-centric design process that leveraged UX research data, analytics insights, and user testing methodologies, resulting in a data-driven approach to design and increased user satisfaction.
- Successfully accomplished UX and product goals by effectively utilizing user testing methodologies, resulting in a successful product launch and increased customer adoption rates.

2014 - 2016 UX Designer at Usersnap | Perg, Austria

- Oversaw the successful redesign of the product website, resulting in higher conversions and improved user experience.
- Played an instrumental role in enhancing the user experience of the SAAS product Usersnap, and successfully contributed to improving marketing efforts, resulting in increased customer satisfaction and engagement.

2010 - 2017 Product Design Lead at Accucom | Boston, MA, USA

- Led UX and front-end implementation efforts for multiple web-based services and applications, resulting in successful commercial access to public records.
- Effectively managed a team of designers and front-end engineers, and successfully communicated design processes with engineers and stakeholders, resulting in streamlined development and increased efficiency.

2003 - 2010 Visual/UI Designer -> Art Director at Trendlogic GmbH | Germany

- Spearheaded design efforts for various websites and marketing campaigns, before leading two major projects: an online casino with multiple Flash-based games and a blog design agency.
- Successfully managed design workflows within a team of designers and Flash Action Script engineers, resulting in exceptional user experiences and increased customer engagement and retention rates.

Education

2008-2010

Technical University of Moldova

Bachelor of Science in Marketing and Logistics

2000-2004

Technical University of Moldova

Informational Technologies (Computer Science)

1998-2000

Academy of Economic Sciences of Moldova

Product Management