



# ANDREEA LAURA AMZU

EXPERIENCED UI/UX DESIGNER WITH A FOCUS ON  
PSYCHOLOGY AND CONTENT CREATION



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## SKILLS

User research, Graphic design, Brand strategy, Logo design, Print design, Illustration, Web design

## TOOLS USED

### DESIGN:

Adobe XD, Figma, Sketch, Adobe Illustrator, Adobe Photoshop, Corel Draw

### PROJECT MANAGEMENT:

Asana, Miro, Trello, Gitlab, Google Workspace tools (Sheets, Docs, Slides).

### OTHER:

Affinity Design, Audacity, Filmora, Procreate, After Effects, Webflow, Miro, Usertesting, Marvel, Balsamiq.

## INDUSTRIES

Beauty, Healthcare, Delivery, Law, Fashion, Learning, E-commerce stores, Construction, Transportation and Hospitality.

## LANGUAGES

Native Romanian,  
English - intermediate,  
Spanish - basic,  
Italian - basic.

## PROFILE

I have a unique perspective as a UI/UX Designer, combining my design skills with a deep understanding of psychology and content creation. This allows me to create visually engaging, user-friendly, and emotionally resonant experiences that impact the design world. I excel in core UI/UX design principles and have expanded my skill set to include UX writing, animation, video editing, and creating micro-interactions that enhance the usability and overall experience of using a product.

## EXPERIENCE

### UI UX DESIGNER, BRAINLIGHT SRL (2023 – 2024)

#### WORK:

- Branding design, logo design, research audience, and competition
- SaaS Web and app design for the investment industry, e-commerce, and betting industry.

#### HIGHLIGHTS:

- Internal procedures for the design process and testing the product

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### UI UX DESIGNER, EVONOMIX (2020 – 2021)

#### WORK:

- Designing responsive web layouts (landing pages, e-commerce websites).
- Creating information architecture, wireframes, and interactive prototypes that meet corporate objectives while also providing a great user experience.
- Designing for social media posts (awareness and promotion for e-commerce, podcast, fashion websites, etc.).

#### HIGHLIGHTS:

- Top 3 best products, Internal hackathon - career development app for employees
- Internal presentations for team development: "New UX trends on e-commerce websites," "How to create a brand," and "Introduction to Vtex."

# INTERESTS

Art, Design, Psychology, Quilling, Philosophy.

# VALUES

Services, Meaningful life, Sincerity, Creativity, Justice.

# ADDITIONAL

- **Book:** "Brand for success" 2024
- **Talks:** "To brand or not to brand" at Constanta Web development, "How to create your personal brand" at Elite Business Women Constanta, etc.
- **Awards:** Third place, a motivational speech in English from Romania and Moldova Toastmasters (2022).
- **My Blog** "My virtual friend" with over 2000 views per day.
- **Podcast** "Money Talks"/Banii Vorbesc co-founder

## UX UI DESIGNER, TOUCH MEDIA (2017 – 2020)

- Responsive web design (presentation, e-commerce, HoReCa, medical, fashion websites, etc.) and Mobile application design (food delivery, travel, appointments, etc.).
- Branding (national and international companies in beauty, travel, food delivery, etc.).
- Creation of procedures and questionnaires (customer briefings, test lists of websites and applications, personas, branding manual, etc.).

## GRAPHIC DESIGNER, REDSIGN (2016 – 2017)

- Promotional items for companies (I took care of everything from briefing to design development to production).

## GRAPHIC DESIGNER, OFFICE LINE (2014 - 2016)

- Promotional items for businesses (business cards, posters, banners, signs, brochures, stamps, employee badges, menus, custom promotional items, etc.). I was responsible for the entire process, from briefing the client to creative design (in Corel Draw or Photoshop) to manufacturing the final product ((use of print and contour cutting devices, use of UV exposure device to make stamps, printing devices on textile and ceramics, bending, folding, gluing, etc.)

# EDUCATION

## CERTIFICATIONS FROM: IDF, CREATIVE TIM, LINKEDIN, UDEMY, GOOGLE, UXCEL, 2015-2022

UX Writing (2022), CSS for designers (2022), HTML for designers (2022), Human-Computer Interaction (2021), Advanced Branding (2018), Logo Design (2016), User Experience (2019), The Ultimate UI / UX Design Course by Creative Tim (2022), Digital Marketing (2016), Adobe Illustrator (2018), Adobe Photoshop (2015), etc.

## COMMUNICATION SKILLS: ARTHESIUM, CARMEN IVANOV, TOASTMASTERS INTERNATIONAL, 2019-2022

Diction Course Carmen Ivanov (2020), Acting Course Arthesium(2019), Finish Path Persuasive Influence Toastmasters International (2021), Certificate of Distinction exquisite PR (2022).

## UNIVERSITY ALEXANDRU IOAN CUZA (2010-2012)

Master in Psychology Couple and Family Therapy

## UNIVERSITY OVIDIUS, 2007-2010

College of Psychology

## HIGH SCHOOL IOAN N. ROMAN, 2003-2007

Certificate of competence as a technical operation technician (electrical engineering)