

Cristian Moisei

Product Designer

Hi, I'm a Product Designer from London with over 6 years of experience taking projects from the early exploratory stages to launch, and refinement. I don't only contribute and articulate my own expertise and ideas, but I also aid my teammates share theirs and do their best work.

I'm comfortable taking ownership of projects and can rely on a wide range of skills to get them over the line on time and up to the highest standards.



LEARN MORE AT

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UI/UX

Wireframing

Analytics

Research

Visual / Web Design

Why work with me

I understand people

I am passionate about psychology and I find it easy to put myself in others' shoes, so if we do our research right and build a thorough understanding of our audience, I can then leverage that to build experiences that will make sense to the types of people we are designing for.

I'm a problem solver

I'm a very logical person, I question everything, dig deep and use what I learn to build useful and enjoyable solutions.

I can code

I'm comfortable with HTML/CSS and have basic knowledge of JS and Swift as well as an understanding of the fundamentals of programming, which makes it easier to work well with developers, as well as code my own work.

I think holistically

This means that on one hand I operate across many fields within product design (UX, UI, interaction, development, etc.) but it also means I understand how a company works and the role design has in it.

I welcome criticism & can articulate and sell my ideas

I take a pragmatic approach and I care about the best ideas winning, even when they are not mine. At the same time, I enjoy discussing ideas and I can always articulate the rationale behind an idea I am proposing.

I am well organised, fast and efficient

I keep my work highly organised, which enables me to maintain a high level of agility and precision.

Work & Experience 

Make it Cheaper

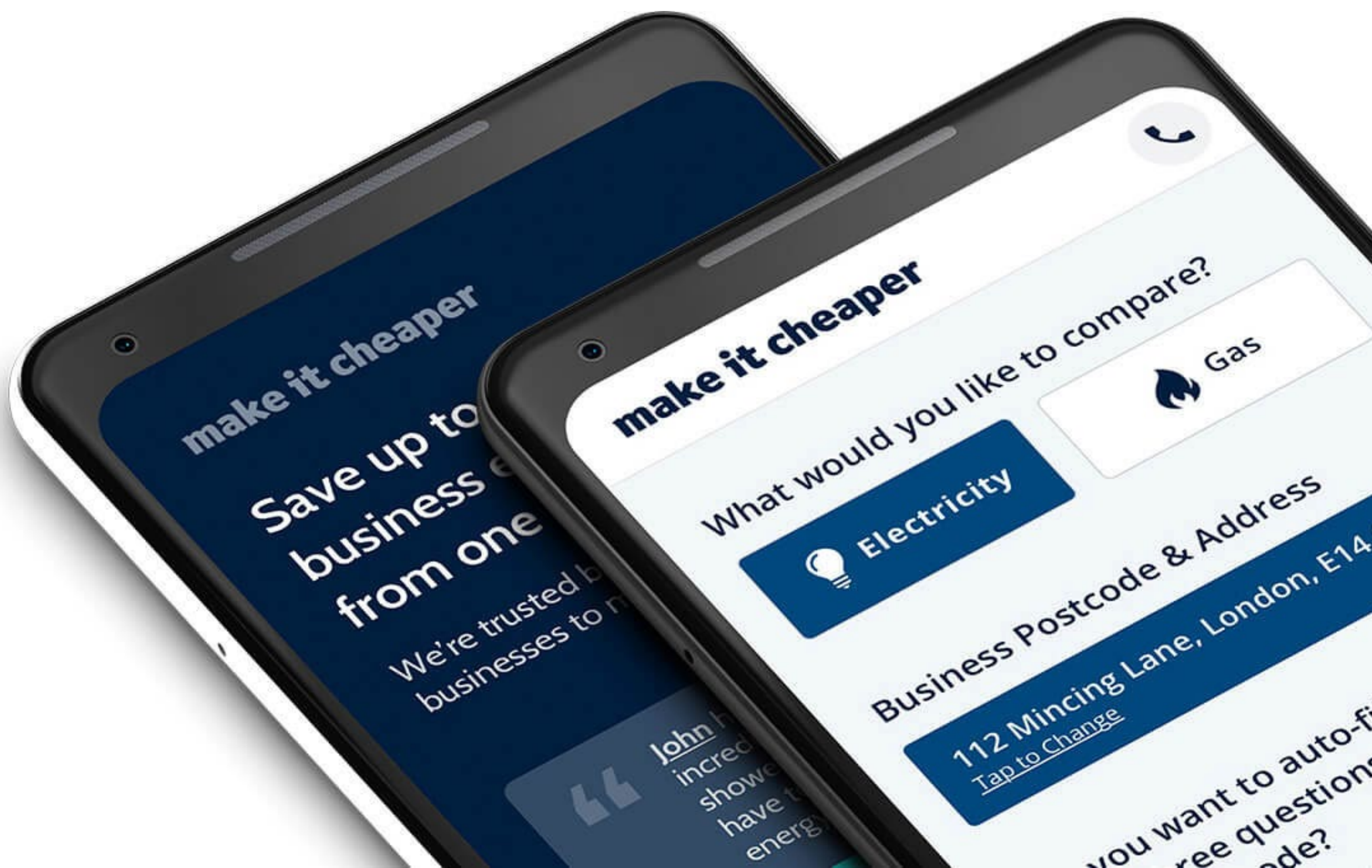
UX Manager

London, Sept. 2018 - Jun. 2019

As a result of the experience I designed and continue to refine, conversion more than doubled and our approach was well received by customers. My work included:

- Facilitating research, exploring ideas and helping drive the product vision.
- Working to understand the needs, behaviour patterns and problems of the target audience.
- Shaping the design language and information architecture.
- Empowering my team and other designers to do their best work and ensuring everyone has a clear understanding of the company's goals.
- Delivering high quality, intuitive and accessible interfaces and experiences.
- Collaborating with engineers and overseeing delivery.

Case Study



ScreenCloud

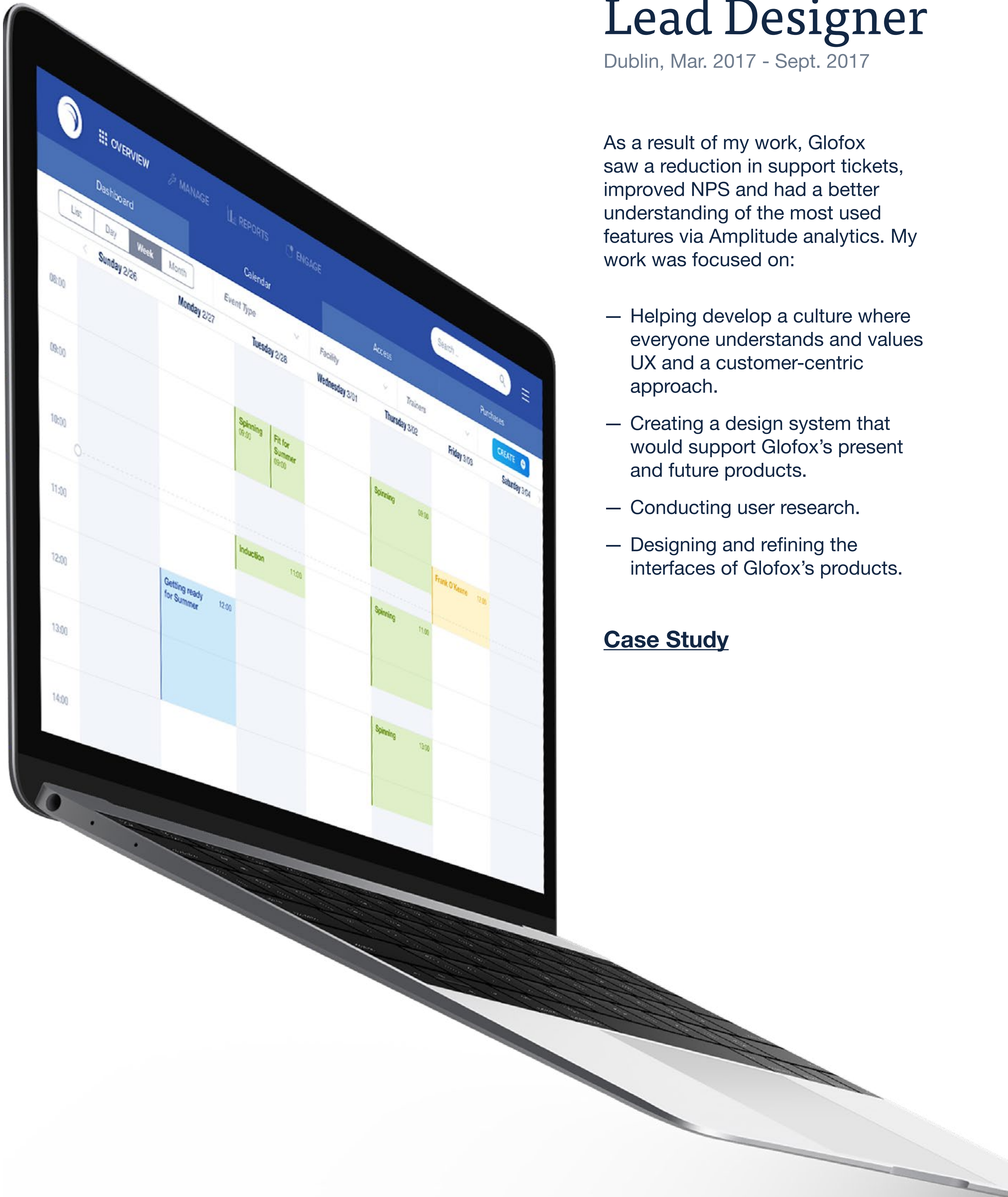
Product Designer

London, Nov. 2017 - Sept. 2018

My work directly improved customer retention and success via apps and features that addressed the needs of key market segments and helped sign major prospects. My work on the company's site increased conversion and better positioned the company to pursue the industries it was targeting as part of its strategy.

- Identifying user needs and designing solutions as ScreenCloud apps and new platform features.
- Conducting user research and validating ideas.
- Defining the structure and flow of apps and products.
- Designing the UI and UX of apps and products.
- Laying the groundwork for a complete refactor of the main product and defining a design system.
- Redesigning the company's site.





Glofox

Lead Designer

Dublin, Mar. 2017 - Sept. 2017

As a result of my work, Glofox saw a reduction in support tickets, improved NPS and had a better understanding of the most used features via Amplitude analytics. My work was focused on:

- Helping develop a culture where everyone understands and values UX and a customer-centric approach.
- Creating a design system that would support Glofox's present and future products.
- Conducting user research.
- Designing and refining the interfaces of Glofox's products.

Case Study

Hyperion

Founder & Product Designer

Birmingham, Sept. 2012 - Mar. 2017

Hyperion was a two-man design studio comprised of myself and a developer. We served the needs of small companies taking them from the early ideation stages all the way to fully developed interfaces.

I was leading the studio and all of our projects, so my responsibilities included:

- Managing relationships with clients and stakeholders and ensuring requirements are clearly understood.
- Organising and managing projects to ensure we deliver on time and meet the needs of our clients.
- Conducting user research and leading the ideation stages.
- Creating wireframes, designs and prototypes.
- Supervising development.
- Refining and testing our work to make sure the optimal experience is delivered.

Website

