GHEORGHE CUPCIC | UX Designer

Naples, FL | 518-812-6514 | cupcicgheorghe@gmail.com | https://www.linkedin.com/in/g-cupcic/ | https://gcupcic.com/

Professional Summary

As a passionate UX Designer, I strive to create innovative and intuitive digital experiences that exceed user expectations. By combining user research, data analysis, and my collaborative approach, I solve complex problems to enhance user engagement and deliver impactful, user-centric solutions that drive business success. With a background in customer service, I excel in communication and translating user feedback into actionable design improvements.

Skills

UX Design | Information Architecture, Persona creation, Problem-solving, Product design, Prototyping, Sketching, User flows, User interface design, Visual design, Wireframing | **UX Research |** Affinity diagrams, Competitive & Comparative analysis, Persona development, Usability testing, User interview, User research | **Tools |** Figma, Optimal Workshop, Usability testing software (Maze), Project management software (Trello).

Professional Experience

Wevolv | UX/UI Designer Intern | Remote   September 2023 - Present
- Applied UX principles and tools to enhance clarity and guide design choices.
- Created wireframes and mockups to facilitate the prototyping process.
- Conducted extensive research to analyze and identify the opportunities for improvement of new feature.

Fast-Forward (FFWD) Dating APP | Monetization | UX Designer | Remote   July 2023
- Worked collectively and efficiently on a team of three directly with FFWD CEO.
- Implemented monetization ideas across the existing app to improve the user experience and to add value to the business.
- Performed user interviews and usability tests to gain further insights about the app.

General Assembly | UX Design Fellow | Remote   May 2022 - July 2023
- Full-time UX Design immersive program fellow including over 480+ hours of training over twelve weeks
- Utilized a hands-on approach to practice user-centered design methods, design thinking skills, team collaboration, and client relations
- Conducted extensive research to analyze and identify the opportunities for improvement
- Designed wireframes and mockups for prototyping

Yabba Island Grill | **Bartender** | Naples, Florida   October 2019 - July 2023
- Successfully boosted restaurant sales by employing proactive and informed promotion of menu items.
- Maintained a high standard of cleanliness and organization in the bar area, ensuring a pleasant environment for guests.
- Displayed leadership abilities by conducting interviews and training new staff members, contributing to a cohesive team dynamic.
- Consistently delivered exceptional customer experiences by providing knowledgeable recommendations on food menu items and enticing drink specials, leaving a positive and lasting impression on diners.

Cool Shirts | **Owner** | Naples, Florida   May 2015 - August 2019
- Spearheaded strategies that resulted in a 30% increase in sales during the first year of business operation.
- Ensured the delivery of exceptional customer service, fostering strong customer relationships and driving customer loyalty.
- Improved operational processes, leading to a 25% reduction in operational costs and increased profitability.
- Successfully managed the day-to-day operations of the store, overseeing inventory management, staff scheduling, and financial transactions.
- Implemented effective organizational systems to maintain a clean and organized store environment, optimizing efficiency and customer experience.

UX Design Projects

Blink | **Mobile App** | UX Designer | Remote   June 2023
- Developed a digitized user flow diagram, primary and secondary personas.
- Created a clickable prototype of the application concept via Figma.
- Performed a series of usability tests on the prototype and synthesized the results through affinity mapping and interview notes – reiterated the prototype design based on result.

SUNSATION | **Ecommerce** | UX Designer | Remote   May 2023
- Conducted a comprehensive study to identify the business requirements and user needs.
- Developed an e-commerce platform for a retail store, enabling seamless online shopping by integrating essential functionalities into their existing website.
- Implemented features such as product catalogs, payment options, and intuitive navigation to enhance the store's digital presence and expand customer reach.

Education

General Assembly | **User Experience Design Immersive** | Remote   2023
Full-time immersive program in UX/UI design consisting of 480+ hours of study, practice, professional training, and mentorship. Executed end-to-end UX/UI design processes for six projects from the user research phase through UI design, prototyping, usability testing, iteration, and stakeholder presentation; worked fully remote with teams using Agile methodologies and iterative development.

Imi-Nova International Management Institute | **Finance and Banking** | Moldova   2011 - 2014
My education at Imi-Nova International Management Institute in Finance and Banking has equipped me with a strong foundation in financial principles and banking operations. I have developed transferable skills in critical thinking, problem-solving, data analysis, strategic planning, and effective communication. These skills allow me to adapt and thrive in various professional settings, making me a versatile and valuable asset to any organization.