



Andreea Bindar

Service Designer

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Tools

Photoshop	Figma
Illustrator	Word, PPT
InDesign	DALL-E
HTML/CSS	PremierePro

Skills

CJM	Workshops
Research	Design Thinking
Analysis	Visual
Persona	Communication
Development	Prototyping & testing

Other

[UX/UI Design Certificate | 2024](#)
Webcase Community

[Driving License \(B\) | 2018](#)

[LinkedIn](#)



[My Website](#)



About me

Creative and solution-driven Service Designer with 4+ years of experience in concept development, project management, and user-centered design. Skilled in translating complex concepts into strategic, actionable solutions through creativity and critical thinking. Skilled in leading workshops and leveraging design thinking to align business goals with user needs, bringing a playful, innovative and forward-thinking approach to problem-solving.

Experience

Freelance Designer

May 2022 - Present

Translated qualitative research into actionable strategies through interviews and workshops, including data coding. Facilitated stakeholder workshops, created illustrations, and designed logos, social media materials, and UX/UI for web design. Additionally, managed interview transcriptions, video documentation, digital editing.

Research Assistant @ Lek i Staden Research Project

Feb 2024- Present

Conducted qualitative research on urban engagement through play, including user interviews, stakeholder mapping, and co-creation workshops. Transcribed interviews and documented events via video for analysis. Presented research insights to propose strategies for enhancing interaction.

Service designer @ This is Gothenburg

May 2023 - Aug 2023

Conducted customer interviews at events to develop personas and gather insights for service design strategies and presentations. Created persona cards using data analysis and illustrations for stakeholders. Collaborated with cross-functional teams to increase engagement – align design outcomes with user needs.

Education

Master of Fine Arts (MFA) in Design | 2023

Gothenburg University - Specialization in Embedded Design

Bachelor of Fine Arts (BFA) in Design | 2021

Linnaeus University - Specialization in Visual Communication + Change