



## Andreea Bindar

UX/UI Designer

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### TOOLS

Adobe CC Suite	Figma, v0.dev
Affinity Suite	Word, PPT
Lovable, DALL-E	Trello & Miro
HTML/CSS Basics	Slack, Notion

### SKILLS

Cross-functional Collaboration	Prototyping
Information Architecture	Design System
Usability Testing	Agile UX
User Journey (CJM)	Accessibility & Inclusive Design
Infographics	Storytelling
	Workshops

### LANGUAGES

Romanian	Native
Swedish	Intermediate
English	Fluent

### OTHER

UX/UI Design Certificate | 2024

SFI Certificate | 2024

UX/UI: [behance.net/andreea-bindar](https://behance.net/andreea-bindar)

General: [andreeabindar.se](https://andreeabindar.se)

### SUMMARY

UX/UI Designer with a Service-Design lens, with 6+ years of user-centered design experience, bridging the gap between aesthetics and functionality, internally and externally. Skilled at translating research into intuitive and engaging solutions. Experience leading projects end-to-end.

### EXPERIENCE

#### UX/UI Designer | Glimmer

Mar 2025-Present, Gothenburg

UX/UI for a CBT-based pregnancy support MVP, addressing childbirth anxiety. Creating user flows and designs, working in agile sprints in close collaboration with developers psychologists.

**Tools:** Figma, Slack, Notion, Lovable, CRM, CJM

#### UX/UI Designer | Gamucatex

Jan 2025-Mar 2025, Denmark

Develop user-centered designs, efficient workflows, and research-driven UX/UI for a historical strategy game (Tectonicus). Applied service design for internal workflows, design thinking and problem-solving in agile sprints with cross-functional teams.

**Tools:** Miro, Discord, Trello, itch.io, Affinity Suite

#### Research Assistant | Gothenburg University

Feb 2024-Dec 2024, Gothenburg

Conducted user research for "Lek i Staden" and "Hephaestus Craft." Collaborated on data-driven strategies to enhance user experience. Managed documentation, audio transcription, data coding, and mapping. Developed service design mindset.

**Tools:** Miro, Excel, Whisper Pro, Figma, Zoom, Video Camera, Zoom H4n Pro

#### UX/UI Designer | Own Company

Jan 2022-Ongoing, Hybrid

UI components and digital assets for branding, marketing, and e-commerce, ensuring visual consistency. Produced 2D concept illustrations, character designs, logos, and conducted UX research while collaborating with developers.

**Tools:** Figma, Procreate, Basic HTML/CSS,

### EDUCATION

#### Master of Fine Arts (MFA) Design | 2023

Gothenburg University - Design with Specialization in Embedded Design

#### Bachelor of Fine Arts (BFA) Design | 2021

Linnaeus University - Design with Specialization in Visual Communication + Change