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# ANDREEA BÎNDAR



## Profile

UX/UI Designer with experience in end-to-end design, from user research and usability testing to flows, wireframes, and high-fidelity UI. Proven experience in Figma design systems and no-code AI prototyping. Strong presenter skilled in leading team reviews, managing expectations, and aligning design solutions with business goals.

## Skills

**UX:** user research & interviews, usability testing, documentation & agile collaboration (Confluence, Jira, Scrum), personas & customer journey mapping, user flows & wireframing, workshop facilitation, stakeholder communication & expectation management, workshop facilitation

**UI:** Figma (components, variants, design systems), high-fidelity prototyping & responsive design, accessibility, visual hierarchy & interaction design, mobile-first design, concept development & 2D/3D mockups, analog & digital sketching

## Experience

### Lead UX/UI Designer, Glimmer, Gothenburg — Mar 2025–Present

Designed and led UX & UI for a CBT-based pregnancy support app addressing childbirth anxiety. Built the Beta design in Figma: design system, components, user flows, wireframes, and high-fidelity UI. Developed interactive prototypes using front-end code and no-code AI tools. Conducted and observed user interviews, usability testing, and task-based scenarios. Translated insights and data analysis into UX reports and actionable design improvements for the Alpha release. Collaborated daily with developers, psychologists, and the PM to align solutions with business and user goals.

*Tools: Figma, Jira, Figjam, Confluence, Slack, Notion, Lovable, read.ai, GitHub*

### UX/UI Designer & Illustrator, Own Company, Hybrid — Jan 2022–Present

Delivered end-to-end product design for startups and private customers: e-commerce projects, re-design of booking platforms, pixel-perfect UI, 3D mockups, logos, custom illustrations (book covers and character concept development).

*Tools: Figma, Adobe CC, HTML/CSS, DALL-E, Procreate, V0dev, Twine*

### UX/UI Designer, Gamucatex, Denmark — Jan–Mar 2025

Contributed UX and UI design to a historical strategy game (*Tectonicus*). Designed user flows, wireframes, and UI mockups in Figma. Conducted player research and applied findings to improve usability and engagement. Collaborated with cross-functional teams (sound designers, developers, historians) in agile sprints. Contributed to and created workshops for efficient workflows within the product team. Applied design thinking and problem-solving.

*Tools: Figma, Miro, Notion, Discord, Trello, itch.io, Affinity Designer*

### Research Assistant, University of Gothenburg, Gothenburg — Jan 2024–Dec 2024

Led field study on urban play and public-space interaction ("Play in the City" and "Hephaestus Craft"). Conducted interviews, usability tests, and ethnographic research. Synthesised findings into design recommendations for public-space interaction projects. Produced reports, transcriptions, and video mappings to document insights.

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

## Education

University of Gothenburg, MFA in Embedded Design, Gothenburg, 2023

Linnaeus University, BFA in Visual Communication Design, Kalmar, 2021

Webcase Community, UX/UI Design Certificate, 2024

## Language

Romanian (Native), English (Fluent), Swedish (Work Proficiency)

## Additional Information

Active walking in nature and swimming. Continuously exploring AI tools and creative writing as well as learning front-end.