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# ANDREEA BÎNDAR



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Sweden

## Profile

UX Designer with 6+ years transforming complex challenges into intuitive, human-centered solutions. End-to-end expertise spanning ethnographic research, rapid sketching, storytelling, and developer handoff. Strong presentation skills with experience leading stakeholder demos and design reviews. Thrives in cross-functional teams while maintaining independent creative vision under tight deadlines.

## Skills

Strong analog & digital sketching (daily practice in Procreate & pen), concept development, design systems, prototyping & wireframing, user research, accessibility (WCAG, DOS guidelines), usability testing, customer journey mapping, native mobile apps (iOS & Android), agile/scrum methodologies (Jira), cross-functional collaboration. *Software & Tools: Figma, Adobe CC, HTML/CSS, Lovable, v0.dev, Git, GitHub, Front-end design*

## Experience

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

Led UX team for native mobile app supporting pregnant individuals with childbirth anxiety. Built mobile-first design system from idea to concept, prototype, development, and user testing, continuing with transforming user insights into actionable action steps. Planned weekly design reviews and tasks, and guided cross-functional team of developers, psychologists, and PMs through agile sprints sessions.

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

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

Delivered end-to-end product design for startups and private customers: UX flows, pixel-perfect UI, 3D mockups, and custom illustrations (2D assets) and concept development.

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

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

Developed user-centered design, efficient workflows, and research-based UX/UI for a historical strategy game (Tectonicus). 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 and synthesized findings into actionable design recommendations. Performed transcriptions, video recordings and mappings.

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

## Education

Webcase Community, UX/UI Design Certificate, 2024

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

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

## 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. Available for immediate start with flexible schedule.

Portfolio: <https://www.behance.net/andreea-bindar>

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