
ANDREEA BÎNDAR



Profile

Product Designer and UX Lead with experience guiding products from prototype to launch. Skilled in shaping product vision, problem framing, and translating research into clear, user-centered design strategies. Strong background in Figma, prototyping with AI and front-end logic, and collaborating across executive, technical, and domain expert teams.

Skills

UX: user research, usability testing, documentation & agile collaboration (Confluence, Jira, Scrum), personas & customer journey mapping, user flows & wireframing, 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

UX Design Lead, Glimmer, Gothenburg — Mar 2025–Present

Led the end-to-end design of a CBT-based pregnancy support app addressing childbirth anxiety through user-centered and clinically informed solutions. Influenced not only the visuals and flows (UX/UI), but also product direction, problem framing, and overall experience. Collaborated closely with two CEOs, the CTO, PMs, developers, and psychologists. Took the product from initial prototype and Alpha testing through user research and insights into a redesigned Beta.

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

UX/UI Design Lead, Bookmyplay, Remote — Jun 2025–Aug 2025

Brought in to lead the redesign and implementation of BookMyPlay.ro, a national booking platform for children's events. Improved accessibility, visual hierarchy, and mobile responsiveness while guiding design-dev handoff and alignment with PMs. Delivered a cleaner, faster, and more inclusive platform.

Tools: Figma, Adobe CC, Notion, DALL-E

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

Contributed UX and service design to a historical strategy game (*Tectonicus*). Re-designed user flows, wireframes of the game, and UI elements in Affinity Designer. Conducted research and made player persona. Applied findings to improve usability and engagement. Collaborated with cross-functional teams (sound designers, developers, historians) in agile sprints. 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.