



Paul Păștean

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Summary

UX/UI Designer obsessed with the human mind.

I make the digital world user-centered through extensive knowledge on design systems, ux research methods, principles & interface design best practices for both web & mobile.

I also provide businesses with optimized, data-driven & aesthetic email marketing strategies.

Often write and discuss philosophy, psychology & more.

Experience

UX/UI Designer

Salt & Pepper

Mar 2022 - Present (7 months +)

At Salt & Pepper, I help digital products scale. Along with an awesome team, I am providing clients with pixel-perfect designs, solid UX Research, wireframing, prototyping, UI's and crafting self-sufficient Design Systems.

UX/UI Designer

TOKHIT

Mar 2022 - Present (7 months +)

Helping the team with Designing the new revolutionary NFT-based social media that gives power back to the people.

Freelance UX/UI Designer & Email Marketer

Self Employed

Jan 2020 - Present (2 years 9 months +)

I love creating user-centered designs by understanding business requirements, and user feedback.

I also find joy in creating user flows, wireframes, prototypes and mockups that eventually materialize in beautiful websites, mobile applications, brand identities & overall business image.

Translating requirements into style guides, design systems, design patterns and attractive user interfaces are my 2 cents.

Making newsletters reach the ideal audience and 3x e-commerce stores sales.

Blogger & Writer

WordPress

Dec 2019 - Present (2 years 10 months +)

Web Designer & Email Marketer

Aspendos Agency

Feb 2021 - Jan 2022 (1 year)

At Aspendos, I helped businesses scale their profitability by providing well-researched email marketing solutions and extensive web design expertise that I would convert and present with UI mockups, UX research, user testing, user behavior analysis, implementing industry best practices, and transforming awesome websites into top-tier user interfaces.

UX/UI & Web Designer

FreshClick

Feb 2021 - Jan 2022 (1 year)

From discovery meetings to creating the architectural structures needed for digital products to emerge in the real world, I helped a team of talented creatives to provide clients with new, fresh brand identities for their businesses by implementing processes that include, in a few, ideation, competitor analysis, creative sprints, graphic and user interface design backed up by user research, UX best practices, user interviews, user behavior analysis and more.

UX/UI & Web Designer

XPE Media SRL

May 2020 - Feb 2021 (10 months)

www.xpemedia.com

1. Designed, built, and maintained the social media presence of the company's customers with relevant information according to each brand
2. Brainstormed new and creative growth strategies for each client and executed them through creatives, banners and visual identity images
3. Collaborated with internal team to create landing pages and optimize user experience for each client
4. Planned and implemented new designs, such as ad creatives, banners, email templates
5. Optimized existing user interface for clients websites when needed
6. Tested for intuitivity and communicated with clients to understand their business goals and objectives
7. Developed technical and business requirements and always strived to deliver intuitive and user-centered solutions
8. Combined creativity with an awareness of the design elements
9. Tested new ideas before implementing
10. Conducted an ongoing user research

Web Designer & Manager

EBISU STUDIOS SRL

Jun 2020 - Sep 2020 (4 months)

1. Create and maintain the functionality of the retail business website
2. Meet with clients for negotiations
3. Ensure the website runs smoothly and maintain the aesthetics necessary to appeal to customers eye and deliver the brand's message and desired experience
4. Manage important documents such as invoices, contracts, bills and other related papers

5. Search for different types of collaborators in the desired niche
6. Fulfill orders and transfer the packages to the transportation company
7. Community management by engaging with customers through private chat and provide relevant information according to their needs with the goal of ensuring their satisfaction and loyalty to the brand
8. Manage vital tasks such as deadlines for delivery, occasional misunderstanding from the operations team that negatively affect the customer and create different strategies for optimizing the purchase flow
9. Manage and archive quality documentation and participate in internal and external quality audits
10. Resolved conflicts and negotiated agreements between parties in order to reach win-win solutions to disagreements and clarify misunderstandings
11. Tracked customer shipment requirements to improve customer satisfaction while increasing service efficiencies

Education

 **Universitatea „Babeş-Bolyai” din Cluj-Napoca**

Bachelor of Science, Psychology

2022 - 2025

 **Universitatea „Babeş-Bolyai” din Cluj-Napoca**

Bachelor of Laws, Law

2020 - Jul 2022

 **Liceul Pedagogic Gheorghe Sincai Zalau**

Bacalaureat, Filologie Intensiv

2015 - 2019

Skills

Adobe XD • Usability Testing • Auditing • Customer Relationship Management (CRM) • Customer Service • Receptionist Duties • Microsoft Excel • Sales Management • Business-to-Business (B2B) • Project Management