Paul Păștean

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Summary

As a UX/UI Designer with a passion for understanding the human mind, I am skilled in creating user-centered digital experiences through the use of Design Systems, UX research methods, and best practices in web and mobile interface design.

In addition to my expertise in design, I also provide businesses with effective and visually appealing email marketing strategies that are optimized and driven by data.

Outside of my professional pursuits, I enjoy exploring and writing about philosophy, psychology, and other topics that feed my curiosity and thirst for knowledge.

Experience

UX/UI Designer

Empact

Oct 2022 - Present (4 months)

Freelance UX/UI Designer & Email Marketer

Self-Employed

Jan 2020 - Jan 2023 (3 years 1 month)

Currently not available for work.

As a designer, I am passionate about creating user-centered designs that align with business requirements and take into account user feedback.

This involves creating various design elements such as user flows, wireframes, prototypes, and mockups, which ultimately come together to form visually appealing websites, mobile applications, and cohesive brand identities that contribute to a positive overall business image. I also enjoy the challenge of translating these requirements into effective style guides, design systems, design patterns, and user interfaces.

Additionally, I have experience in creating newsletters that effectively reach the intended audience and in increasing the sales of e-commerce stores.

UX/UI Designer

TOKHIT

Mar 2022 - Dec 2022 (10 months)

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

UX/UI Designer
Salt & Pepper
Mar 2022 - Oct 2022 (8 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.

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. Planed 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
Law
2020 - Jul 2022

Liceul Pedagogic Gheorghe Sincai Zalau
Bacalaureat, Filologie Intensiv
2015 - 2019

Licenses & Certifications

Enterprise Design Thinking Practitioner - IBM

Thinking Creatively - LinkedIn

UX Deep Dive: Usability Testing - LinkedIn

Dieter Rams: Principles of Good Design - LinkedIn

Statistics Foundations 1: The Basics - LinkedIn

Verified Designer - Uxcel

UX Research - Uxcel

Interaction Design - Uxcel

Design Patterns - Uxcel

Prototyping - Uxcel

Figma - Uxcel

Skills

Wireframing • Interaction Design • Auditing • Figma (Software) • Brainstorm Facilitation • UX Research • User Research • User Interface Prototyping • Product Management • Systems Design