



**Andrei Carpen**  
Product/UX/UI  
Designer

## Professional Experience (check my LinkedIn for more)



### Freelance

Sep 2020 - Present

Independent Product Design Consultant

- Conducted user research and A/B testing with 5+ clients, leading to a 50% increase in online sales and engagement.
- Designed UI using Figma and Sketch, reducing bounce rates by 30% and increasing session duration by 20%.
- Conducted usability tests and user surveys, improving conversion rates by 15%.
- Developed software designs for diverse industries, achieving high client satisfaction and project success.
- Led creative concept development and executed campaigns, ensuring alignment with client business needs.
- Coordinated with creative teams using tools like Jira and Asana, ensuring timely completion of projects.



### Ezugi

May 2018 - Sep 2020

UX/UI Designer

- Led migration of Ezugi's platform from Flash to HTML5, increasing revenue by 200%.
- Designed, developed, and launched over ten games, leading to 40% growth in player retention.
- Used a user-centered design approach to create project assets and specifications, improving overall user experience.
- Helped transition from Sketch + Zapier to Figma.



### OkapiStudio

May 2016 - Apr 2018

UI/UX/Web Designer

- Created presentations and ads, increasing client satisfaction ratings by 30%.
- Developed rapid prototypes to validate design concepts, troubleshoot UX problems, and adhere to style standards.
- Identified areas of improvement and stayed updated on UX trends.

## Education



### International Business Academy Kolding, Denmark

2013 - 2015

Multimedia Design

#UX #UI #research #DesignSystem #branding #WordPress #photography #animation



### Carmen Sylva Art College Ploiesti, Romania

2009 - 2013

Architecture and Design

#packaging #branding #architecture #stilllife

## About me

Product Designer with over 9 years of experience in creating user-centered designs. Expertise in leading user research, developing high-level user journeys, and designing pixel-perfect interfaces.

Proficient in Figma and Adobe Suite with a strong background in collaborating with cross-functional teams in tech companies. Passionate about developing impactful consumer-facing products and ensuring a seamless and cohesive user experience.

30 years old

Romanian • native

English • advanced

## Interests

art & design

urbanism

AI

pottery

jewelry-making

chess

psychology

meditation

pilates

swimming

muay thai

bouldering

## Tools

Figma

Sketch

JIRA

Illustrator

Photoshop

After Effects

Hotjar

Miro

HTML 5

CSS 3

Airtable

Zapier

Eager to work alongside an incredible team based in **Singapore**. Let's start the conversation!

[andreicarpen.com](http://andreicarpen.com)

[andreicarpen@gmail.com](mailto:andreicarpen@gmail.com)

+40 730 513 553