

# ALEXANDRU SAVA

## Senior UX Designer / WordPress Dev

+40757140889

Iași, Romania

allexsavafabian@gmail.com

acidstudios.ro

### PROFILE

A self-motivated, hard-working, creative UX Designer with over 7 years of specialized experience in human-centered design, storytelling, interaction design, and usability testing, alongside 13+ years of comprehensive experience within the WordPress ecosystem.

Skilled in developing innovative user interface designs for websites and mobile applications, I bring a creative problem-solving approach to create products and experiences that people love to use. Proven record in delivering memorable digital experiences through a data-driven and user-focused design approach.

### KEY SKILLS AND EXPERTISE:

- Experience in UX Design, Visual Design and Interaction Design.
- Strong experience in web development (HTML5, CSS, JavaScript, WordPress, PHP).
- Knowledge of accessibility guidelines (WCAG).
- Excellent communication and customer service skills.
- Excellent organizational and time management skills.
- Ability to work to deadlines and manage multiple deliverables.
- Strong analytical skills and strategic thinking.
- Problem solving skills and creative thinking.
- Detail-oriented with strong organizational skills.
- Creativity and innovation.
- Ability to work autonomously as well as part of a team.
- Ability to build great relationships with people from different backgrounds and across the business.
- Mastering WordPress with 13+ years of experience.
- Tools: Jira, Miro, AHA, Figma, Sketch, Adobe Suite, GitHub, Visual Studio Code.
- Language skills: English (Business C1), Romanian.

# WORK EXPERIENCE

## SignantHealth (Healthcare)

*Iasi, Romania September 2022 - Present - Full time*

- Leading UX design projects, improving user engagement through strategic design initiatives.
- Creating simple and intuitive user interfaces that contributed to 100% year on year profit growth.
- Obtaining user data and analytics reporting, task analysis, and participatory design techniques and leveraging that data to create iterative improvements, increasing user satisfaction by 20%.
- Conducting UX research interactively testing designs using high and low fidelity prototypes.
- Improving the end-to-end user experience of SignantHealth applications by conducting usability reviews, identifying UX issues, and proposing design recommendations.
- Communicating and implementing technical strategies with cross-functional teams.
- Fostering collaboration and consistency across teams by working with product managers, designers and engineers.
- Creating interaction strategies that helped, developing navigation and flow, designing wireframes and interactive prototypes, organizing content, and advocating for the needs and goals of real users.
- Implementing UX strategies that reflected country specific individuality while keeping identity.

## NOOFT.IO (Fintech, WEB3)

*Iasi, Romania December 2021 - June 2022 - Full-time*

- Collaborated with engineering teams to integrate user-centric design principles into product development.
- Created visual End-to-End design prototypes, designed icons, and developed intuitive design solutions.

## Acid Studios - Design & Development Agency

*Iasi, Romania March 2017 - Full-time*

- Provided UX/UI consultancy, enhancing client's digital presence through innovative design solutions.
- Conducted user research and usability testing to gather feedback, validate designs, and rapidly iterate.
- Summarized research findings and presented them to the team.
- Created low- to high- fidelity outputs (sketches, wireframes, mockups, prototypes).
- Worked closely with engineers, developers and project managers.
- Created design documentation, including style guides, design specifications, and asset libraries, to ensure consistency and facilitate handoff to developers.
- Lead Designer & Developer.
- Designed & Implemented over 100+ WordPress websites.

## **PixelGrade Themes (WordPress Themes Agency)**

*Iasi, Romania December 2013 - January 2017 - Full time*

- Optimized user experience for WordPress theme platforms, resulting in increased customer satisfaction rates.
- Delivering over 85% user satisfaction on all customer service tickets
- Developed user interfaces with modern JavaScript framework, HTML5 and CSS which improved user satisfaction.
- Collaborated with designers and performance team on designing updated sites and blogs, improving user experience by 45%.
- Built responsive WordPress themes, accessible, and dynamic web pages to enable fast websites creation.

## **EDUCATION AND PROFESSIONAL CERTIFICATES**

- Cambridge FCE (2010)
- Science - Mathematics and computer programming, Dimitrie Cantemir High School (2009-2013)
- BSc in Computer Science, University of Alexandru Ioan Cuza, Romania, 2013-2017 (not finished)
- Effective Business Writing for Customer Service at C1/Advanced Level, The English Office, 2016
- Google Digital Garage, Google, 2017
- Lean Service Creation, C.U.P.A. Iceberg, 2018