

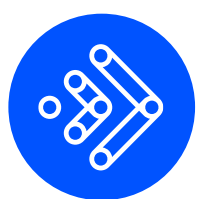
Cristian Moisei

I'm a Product Designer with over a decade of experience in leading end-to-end design from initial research to post-launch refinement. My work promotes a product-led culture where cross-functional teams can thrive. With expertise in design systems, user research, and A/B testing, I create impactful, intuitive products that drive business results.

I have also built several iOS apps from scratch, 2 of which were featured by Apple and later acquired. Check out my latest projects on my website:

www.hey-cristian.com

Experience



Senior Product Designer @ Converge

April 2023 - Present

Converge is an IOT company creating sensors for the construction industry and the software to go with them. Since joining, I have worked in the Core team, which looks after our main and most profitable products. My work includes:

- Conducting user research and gaining a better understanding of the various personas using Converge products
- Collaborating closely with leadership to shape the product vision and with engineers to implement it.
- Designing mobile and web interfaces



Contract Senior Product Designer @ Uptime.app

Jan 2021 - Mar 2023

Uptime is a microlearning mobile app designed to help users learn faster via 5-minute summaries of books, courses, documentaries, and podcasts. My work included:

- Conducting user research
- Running A/B tests and monitoring results
- Collaborating with other designers to build and maintain a Design System
- Designing engaging experiences (UI/UX)



Contract Product Designer @ Shpock

Jan 2020 - May 2020

Shpock is an online marketplace where I conducted extensive user research and experiments that led to a 30.4% increase in deliverable listings, which was my team's OKR for the quarter.



Contract Product Designer @ Buyapowa

Sept 2018 - Jun 2019

My time at buyapowa was split between redesigning existing products, identifying and prioritising new features / opportunities and helping lay the foundations for a design first culture.

- Running Design Sprints
- Creating and maintaining a scalable design system
- Discussing ideas and getting buy-in from senior stakeholders
- Helping the rest of the business understand the product design process and see the benefits of research



UX Manager @ Bionic

Sept 2018 - Jun 2019

As a result of the experience I designed and refined, conversion went from 1% to 9% and our approach was well received by customers. My work included:

- Running GV Design Sprints
- Facilitating research, exploring ideas and helping drive the product vision
- Empowering my team and other designers to do their best work
- Delivering high quality, intuitive and accessible interfaces
- Collaborating with engineers and overseeing delivery



Product Designer @ ScreenCloud

Nov 2017 - Sept 2018

My work improved customer retention and success via apps and features that addressed the needs of key market segments, as well as helping sign major clients. My work on the company's site increased conversion and better positioned the company to pursue the segments it was targeting as part of its strategy.

- Identifying user needs and designing solutions as ScreenCloud apps and new features
- Conducting user research and validating ideas
- Designing the UI and UX of apps and products
- Laying the groundwork for a complete redesign of the main product and defining a design system
- Redesigning the company's site



UI/UX Designer @ Glofox

Mar 2017 - Aug 2017

Through my work, Glofox saw a reduction in support tickets, improved NPS and gained a better understanding of the most used features via Amplitude analytics. My work was focused on:

- Helping create a design-led and customer centric culture
- Building a flexible design system
- Conducting user research
- Designing and refining the interfaces of Glofox's products



Freelance Designer @ Hyperion Studio

Nov 2012 - Mar 2017

Hyperion was a small design studio that I started with a front-end developer. We worked with small companies taking them from the early ideation stages all the way to fully developed interfaces. I was responsible for creating wireframes and designs, managing stakeholders and clients and collaborating efficiently with my colleague and other developers involved.