



ANDREEA BRAILA

UX/UI DESIGNER | PRODUCT DESIGN

PERSONAL PROFILE

I am a creative UX/UI designer with over 3 years experience in shaping the user experience and simplifying the customer journey - helping creative ideas to grow. I am currently looking for my next product design role.

SKILLS & ABILITIES

Web design: HTML, CSS, Elementor, Squarespace, Wordpress, Webflow

UX/UI Design: Figma, Adobe XD, Sketch, InVision, Adobe Creative Cloud

CRM, Automation & Analytics: Google Analytics, Hotjar, Usertesting, PowerBI, Marketo, Salesforce

People & communication: team player, project management, can-do attitude, problem-solver mindset

CONTACT INFORMATION

+44 07707391614

iuliaa.braila@gmail.com

<https://iuliaadesigns.myportfolio.com/>

<https://www.linkedin.com/in/iuliaa-andreea-braila/>

EMPLOYMENT HISTORY

UX / UI Designer

easyJet (2022 - present)

- Create and design wireframes & prototypes for the different internal systems used by management, administration, crew, pilots and engineers
- Implement the designs and liaise with QA and tech teams for further testing before release
- Create user guides & manuals to improve user experience across all teams
- Understand different user personas and their needs by conducting surveys and focus groups and apply a bespoke design strategy for each

Digital Marketing / User Experience Design

Imprima (2019 - 2021)

- Manage website, create wireframes and build landing pages for email and PPC campaigns to drive lead generation and a better user experience
- Collaborate with product and design teams to create product-led assets & collateral for sales enablement
- Contribute to the brand identity through improving SEO tactics and establish customer success programs

Marketing Manager

Spotcap (2017 - 2019)

- Maximise lead and demand generation initiatives (doubled conversion rates of new signups on the site which led to a 25% revenue increase)
- Create wireframes and build landing pages optimised for SEO & PPC campaigns to drive lead generation
- Develop and create partner loyalty and engagement initiatives

EDUCATIONAL HISTORY

University of Essex

MA Marketing, Advertising and the Media

Relevant Modules: Sociological Research Design, Critical Marketing, Strategic Brand Communication, Digital Economy, Advertising: Commerce & Creativity

University of Essex

BA Criminology, 2.1

Relevant Modules: Quantitative & Qualitative Research Methods, Sociology, Data analysis & statistics

INTERESTS AND HOBBIES

- **Volunteering:** Received the 'Special Contribution to a Cultural Community' by the International Student Association (University of Essex)
- **Design:** Digital illustration, animation and sketching
- **Arts:** Playing guitar/dancing