

# Ștefania Bloju

UX/UI Designer | Visual Designer

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## Education

### Master's Degree - UX Design

Barcelona Technology School

University of Barcelona | 2023-24

*Thesis: SouLink - Visual aids designed for optimised medical consultations.*

- End-to-end UX project: user-research, persona development, journey mapping, IA restructuring, prototyping and usability testing.
- Deep dive into HCI principles, design thinking, accessibility and product-focused UX methodologies.

### Bachelor's Degree - Faculty of Cybernetics, Statistics and Informatics

Bucharest University of Economic Studies | 2019-22

*Thesis: I-Conta - Web application for digitising accounting workflows*

- Build a complete web application using React, Firebase and Node.js, covering system architecture, database modeling and front-end development.
- Gained strong front-end foundations: HTML, CSS, JavaScript, React, Bootstrap, SQL, enabling efficient collaboration with engineering teams.

## Skills

### UX Research:

User Interviews, Usability Testing, Journey Mapping, Heuristic Evaluation, Competitive Analysis, IA

### UX/UI Design:

Wireframing, Prototyping (Low-High Fidelity), Design Systems, Component Libraries, Interaction Design

### Product & Business:

Conversion Optimisation, E-commerce UX, Problem Framing, A/B Testing, Requirements Analysis

## Tools

Figma, Miro, Illustrator, Photoshop, InDesign, Notion, Trello

## Experience

### UX/UI Designer - Selected Client Projects

2024 - Present

#### Aquasafe - Brand Ecosystem & UX Framework Development (Industrial Water Industry)

- Developed the brand ecosystem from the ground up, including strategy, visual identity, product structuring and multi-platform design assets.
- Consolidated 10+ product lines under a unified UX and visual framework, improving scalability and clarity across the entire ecosystem.

#### Chic Chic - Conversion-Focused UX/UI Redesign (Fashion E-commerce)

- Conducted an e-commerce UX audit to identify conversion barriers and usability issues across the product catalog and checkout flow.
- Redesigned filtering, sorting and variant selection patterns to reduce cognitive load and streamline product discovery.
- Delivered a visually cleaner and more intuitive UI, supporting a measurable lift in user engagement and browsing depth.

#### Waldeck - E-commerce UX/UI Redesign (Security Hardware & Doors)

- Reworked website information architecture and product categorisation, improving navigation clarity for users searching technical items.
- Improved layout hierarchy and comparison patterns, decreasing user decision friction and increasing product exploration depth by 22%.

#### Ana Păun Pedicure - Full Visual Identity Design (Beauty Industry)

- Designed a scalable brand system reflecting the brand's positioning, aesthetic direction and target audience expectations.

### Graphic Designer - DWF

Dec 2022 - Sept 2023, Bucharest

- Delivered visual assets for marketing campaigns and product launches across 20+ brands including My Geisha, Mobila Maxinova, Fofy Shop, Siblou, BabyNeeds, Avis.
- Managed multiple projects under tight deadlines while maintaining high standards of consistency and creative quality.
- Translated stakeholder goals into effective visual concepts that increased clarity and campaign performance.

## Certifications

Google UX Certification, IBM Enterprise Design Thinking, Skillab Agile & Scrum, Brainnest Graphic Design Bootcamp