

Andrei Balint

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<https://www.andreibalint.com>

UX/ UI, Product Designer

In 12 years of design work, through a user-centric design process, I've helped many companies achieve their goals in several industries. From sustaining the growth of the largest Austrian loyalty program to over 4.5 million members to optimizing the e-commerce user experience for a large marketplace, I have a proven track record of delivering impactful user experiences.

WORK EXPERIENCE

jö Bonus Club (REWE) • Vienna

09/2021 - Present

<https://www.joe-club.at/>

Ux/UI Designer • Full-time

- In 2 years, I optimized the digital products, contributing to the growth of the largest Austrian loyalty program by 10% to over 4.5 million members, for REWE and other B2B Austrian partners.
- Utilized user insights gained from UX research (usability testing, interviews, surveys), and tracking (Mixpanel) to apply effective design improvements and increase user engagement by 15%.
- Collaborated with cross-functional teams to turn user insights and business needs into complex features from concept to implementation, leading to improved transparency, user data control, and customer loyalty.
- Working with sensitive legal topics, creating designs that meet all legal stakeholders requirements and regulations while maintaining a positive user experience.
- Implemented a new design process in 6 months that improved the workflow and collaboration with developers + other teams, and decreased total project time. Also, I worked with a design system.

myWorld • Vienna

10/2019 - 02/2021

myWorld.com

UX / UI Designer • Full-time

- Optimized the mobile checkout for a large B2B & B2C e-commerce platform (more usable, fewer steps) resulting in 20% increase in conversions, enhanced user experience, and business growth.
- Increased user engagement and conversion rate in 4 months by adding new features and successfully integrating special global campaigns as part of a cross-functional team.
- Designed a mobile app with personalization and gamification utilizing agile methodology, competitor analysis, research, and testing to offer an optimized experience and gain an increase in sales.

Freelance • Romania

08/2010 - 10/2019

<https://www.andreibalint.com>

UX/ UI & Web Designer • Part-time

- Within 9 years, I developed websites and Web Applications by conducting in-depth research, user flows, testing, then prototyping, and coding (HTML, CSS, Bootstrap), plus branding, logos, assets and presentation materials.
- Optimized digital products (responsive design, usability) to increase product performance and customer engagement. Testing, running Google Ads campaigns, and tracking with Google Analytics.

Dynata

11/2013 - 07/2019

<https://www.dynata.com/>

Web Designer • Full-time

- While working for the company with the largest data & insights platform in the world I built partnership websites for renowned brands like Accor Hotels, Nielsen, GFK, Honda, Accura, Air Berlin, and British Airways.
- Conducted research, prototyping, supported recruitment & partnership with creatives, branding, and special campaigns. Testing, fixing errors & optimizing for responsive design and accessibility.

Carpatair Designer

04/2011 - 10/2012

- Preserved the airline company's brands, ensuring consistency and creating new brands. Supported marketing for events & campaigns (Social Media and Google Ads) and collaborated with developers to launch and improve our websites.

Trustee Real Estate Group Designer

03/2008 - 03/2011

EDUCATION

Eito Aj&Smart (www.ajsmart.com)

Masterclass in Design Sprint • Vienna

10/2023 - 02/2024

Masterclass in Accelerating Innovation • Vienna

10/2023 - 01/2024

Interaction Design Foundation (IDF)

Masterclass in Usability Testing

01/2020 - 01/2020

West University Of Timisoara

Master in Advertising And Visual Communication

09/2006 - 06/2008

Bachelor in Fine Arts

09/2002 - 06/2006

SKILLS

Design Skills

- B2B
- B2C
- Branding
- Communication
- Competitor research
- Customer Loyalty
- E-commerce
- Presentation skills
- Prototyping
- Research
- Responsive Web Design
- Sitemaps
- Tracking
- Usability Testing
- User Flows
- User Interface Design
- User Interviews
- Web Design
- Wireframing

Software and Technologies

- Adobe Creative Suite
- Adobe Illustrator
- Adobe Photoshop
- Agile Environment
- Bootstrap
- Confluence
- CSS
- Figma
- Google Ads
- Google Analytics
- HTML
- JIRA
- Miro
- Mobile App Design
- Sketch
- WordPress
- Zeplin