

ALEXANDRA - PAULA ANITULUI

PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Product Designer with a **background in UX, Graphic Design, and Sociology**, specializing in **B2B and B2C platforms** and **data-informed product optimization**. Led **end-to-end SaaS and marketplace redesigns**, improving activation, conversion, and retention through user research, funnel optimization, and **KPI-driven iteration**. Experienced in **remote cross-functional collaboration** across product, engineering, and stakeholders.

PROFESSIONAL HISTORY

Product Designer, Tripaneer **Nov 2022 to Present**
Amsterdam, Remote

Led UX for complex travel booking platforms, focused on improving booking rates and conversion.

travel marketplace, booking systems, UX conversion optimization, checkout flow, CRO, responsive design, cross-platform UX.

Product Designer, Gym Management App **Nov 2023 to Dec 2025**
Romania,

Led full SaaS Ecosystem redesign (Website, App, Service management dashboard), improving activation and conversion by delivering new features from concept to launch across web and mobile.

SaaS product design, admin dashboard UX, service management workflows, mobile app design, activation optimization, feature delivery lifecycle, retention optimization, design systems, cross-platform UX

Product Designer, Athletic Sport Center **Jan 2023 to Nov 2025**
Romania, Cluj-Napoca

Built the platform from concept to launch, optimizing booking flows and increasing membership and service conversion.

fitness platform UX, membership conversion optimization, booking system design, onboarding optimization, service presentation strategy, responsive website design, brand-driven UX, local business digitalization.

UX Designer, Halcyon Mobile **Jul 2022 to Sept 2022**
Romania, Cluj-Napoca

Improved mobile usability and engagement by designing and delivering new features for international clients.

mobile UX design, feature prototyping, usability testing, interaction design, mobile-first design, user research synthesis, engagement optimization, Agile collaboration.

Graphic Designer/UX Designer, Sykes **Mar 2020 to Sept 2022**
Romania, Cluj-Napoca

Designed and delivered structured user guides for the Huawei platform, improving usability, clarity, and product adoption.

user documentation design, Huawei platform guides, instructional UX, product adoption strategy, interface clarity, cross-functional collaboration, mobile interface design, usability improvement

Graphic Designer, Butterfly-Effect GmbH **Jan 2020 to Mar 2020**
Romania, Cluj-Napoca

I collaborated in a fast-paced team environment where I created original illustrations for Samsung smartphone themes, strengthening my visual design skills.

illustration design, Samsung smartphone themes, visual asset production, digital graphics, brand-aligned visuals, fast-paced production environment, creative asset development.

Graphic Designer , Graphic DESAM

Romania, Cluj-Napoca

Mar 2017 to Sept 2019

I handled vector design while leading a team by delegating tasks, structuring workflows, overseeing project progress, and delivering high-quality work under tight deadlines in a fast-paced environment.

vector design, team leadership, workflow structuring, production oversight, deadline-driven delivery, print and digital assets, quality control, project coordination.

Graphic Designer / Illustrator, Spartan Restaurants

Romania, Suceava

Mar 2019 to Jul 2019

I designed original character illustrations and toy models for a promotional product launch campaign, developing collectible items aligned with the restaurant's brand identity and marketing strategy.

campaign illustration design, promotional product development, character design, brand identity alignment, marketing visuals, collectible product design, launch campaign assets.

CERTIFICATIONS

Informal School of IT

UX Design

Oct 2019 to Feb 2020

Nathaniel Bibby

UX Accessibility

Mar 2023 to Mar 2023

IxDF

UX Strategy & Management

Dec 2025

ongoing certification

Google

Data Analytics

Jan 2026 to Feb 2026

AREAS OF EXPERTISE

Product Design • UX Design • UI Design • End-to-End Product Design • User Research • Usability Testing • Information Architecture • IxD Audit • Prototyping • Interaction Design • Design Systems • Accessibility (WCAG) • Responsive Design • B2B • B2C • Conversion Optimization • A/B Testing • User Flows • Journey Mapping • SaaS Platforms • Booking Systems • Admin Dashboards • Mobile Apps • Cross-Functional Collaboration • Agile Methodologies • Stakeholder Management • Data-Driven Design • UX Strategy • KPI tracking • Funnel optimization.

TECHNICAL PROFICIENCIES

Main Tools: Figma, FigJam, Miro, Notion, UX Pilot, Google Analytics, Prolific, Google Spreadsheets.

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