

ALEXANDRA P. ANIȚULUI

Product - UX Designer

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PROFESSIONAL SUMMARY

UX Designer > Product Designer designing **mobile-first** and cross-platform products for travel, fitness, and SaaS platforms. Leading 2-4 **booking flows, checkout optimization, and admin dashboards** from concept to launch, with a focus on activation, conversion, and retention. Collaborating with 3-5 partners across remote product teams to turn product goals into usable flows and scalable design systems.

PORTFOLIO & PROFILE

- www.linkedin.com/in/alexandra-paula-anitului
- anitului-alexandra.com

SKILLS

UX design	Product design
UX strategy	Product discovery
Conversion optimization	User research
Information architecture	Design systems
Journey mapping	Stakeholder management
Lovable	Vercel
Claude Design	

PROFESSIONAL HISTORY

UX Designer > Product Designer | Tripaneer 11/2022 - Current

- Led UX for complex travel booking platforms, enhancing user journey to optimize booking rates and increase conversion.
- Travel marketplace, booking systems, UX conversion optimization, checkout flow, CRO, responsive design, cross-platform UX.
- Led user research initiatives to gather insights and inform design decisions.
- Developed wireframes and prototypes to enhance user experience across platforms.
- Collaborated with cross-functional teams to align design strategies with business goals.

UX Designer > Product Designer | Nvoye 03/2026 - 04/2026

- Transformed stalled B2G platform from concept to working prototype in 4 weeks by defining feature priorities, expanding product documentation, and designing previously unscoped user flows.
- Designed UX for B2G admin dashboard.
- Led user research initiatives to identify pain points and enhance overall user satisfaction.
- Designed wireframes and prototypes, ensuring alignment with user needs and business goals.
- Collaborated with cross-functional teams to integrate feedback into iterative design processes.

Product Designer | Gym Management App 11/2023 - 12/2025

- Led SaaS ecosystem redesign (website, app, service management dashboard), enhancing user activation and conversion through delivery of 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 optimisation, design systems, cross-platform UX.
- Led user experience design initiatives to enhance app usability and retention.
- Collaborated with cross-functional teams to define product requirements and improve feature functionality.
- Conducted user research to gather insights and inform design decisions, enhancing overall user satisfaction.

Product Designer | Athletic Sport Center 01/2023 - 11/2025

- Developed platform from concept to launch, enhancing booking flows for improved membership and service conversion.
- Designed user experience for fitness platform, optimizing membership conversion and booking system while improving onboarding and service presentation strategy.
- Led user-centered design processes to enhance app usability and engagement.
- Collaborated with cross-functional teams to define product requirements and specifications.
- Utilized design thinking methodologies to iterate on prototypes for user testing and feedback.

UX Designer | Halcyon Mobile 07/2022 - 09/2022

- Enhanced mobile usability and engagement through design and delivery of user-centered features.
- Mobile UX design, feature prototyping, usability testing, interaction design, mobile-first design, user research synthesis, engagement optimization, Agile collaboration.
- Led user research initiatives to inform design decisions and improve usability across mobile applications.
- Collaborated with cross-functional teams to define project scope and deliver user-centered design solutions.
- Developed wireframes, prototypes, and high-fidelity mockups using tools such as Sketch and Figma.

Graphic Designer | Sykes

03/2020 - 09/2022

- Designed and delivered structured user guides for Huawei platform, enhancing usability and clarity to facilitate product adoption.
- User documentation design, Huawei platform guides, instructional UX, product adoption strategy, interface clarity, cross-functional collaboration, mobile interface design, usability improvement.
- Designed engaging graphics for digital marketing campaigns, enhancing brand visibility and audience engagement.
- Collaborated with cross-functional teams to develop cohesive visual identities across multiple platforms.
- Improved design processes by implementing feedback loops, increasing project turnaround efficiency.

Graphic Designer | Butterfly-Effectd GmbH

01/2020 - 03/2020

- Collaborated in fast-paced team environment to create original illustrations for Samsung smartphone themes, enhancing brand identity and user engagement.
- Illustration design, Samsung smartphone themes, visual asset production, digital graphics, brand-aligned visuals, fast-paced production environment, creative asset development.
- Designed engaging visual content for digital platforms using Adobe Creative Suite.
- Collaborated with cross-functional teams to develop branding strategies and cohesive marketing materials.
- Managed multiple design projects simultaneously while adhering to tight deadlines and client specifications.

Graphic Designer | Graphic DESAM

03/2017 - 09/2019

- Led vector design projects by delegating tasks, structuring workflows, and overseeing progress to ensure high-quality delivery under tight deadlines.
- Vector design, team leadership, workflow structuring, production oversight, deadline-driven delivery, print and digital assets, quality control, project coordination.
- Developed creative concepts and designs for marketing materials, enhancing brand visibility.
- Collaborated with cross-functional teams to refine design processes and improve project timelines.
- Created visually compelling graphics for digital platforms, ensuring alignment with client branding guidelines.

Graphic Designer | Spartan Restaurants

03/2019 - 07/2019

- Designed character illustrations and toy models for promotional product launch campaign, creating collectible items that enhanced 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.
- Designed visually appealing graphics for digital and print media to enhance brand identity.
- Collaborated with cross-functional teams to develop innovative marketing materials and campaigns.
- Utilized Adobe Creative Suite to create engaging visual content that aligns with client objectives.

EDUCATION

Maven - Remote

2026

Transition Into UX For Healthcare: Healthcare UX

Alison - Remote

2026

HIPAA And HITECH Compliance: Regulatory Compliance

LinkedIn Online Training Courses - Remote

2023

UX Foundations: Accessibility: User Experience Design

Informal School of IT, 2020 - Cluj-Napoca, Romania

2020

Accredited UX Designer: User Experience Design

"Ștefan Cel Mare" University - Suceava, Romania

2016

Public Relations