

Danut Mihalca

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I'm a self-taught designer based in Strasbourg, France. I work with collaborative, cross-functional teams to create simple, creative and nonsense-free products.

Experience

Freelance Designer @ Team&Tonic

October 2023 - Present, Remote

Working with clients from various industries - from startups to well-established businesses. As a designer, I help early stage-startups and companies:

- Stimulate growth through UX analysis and by applying a user-centered design approach
- Engage in user and market research, prototyping, and testing
- Create user journeys, empathy maps, wireframes, and high fidelity prototypes

Senior Product Designer @ Quarkslab

July 2020 - September 2023, Remote

Worked directly with the product owner, project manager and the head of sales on several products, creating MVPs and bringing ideas to reality.

- Performing as lead designer, working closely with the project owner and VP's of various departments to identify design opportunities, prioritize features, plan and scope design solutions.
- Leading user research, including early market research, user interviewing, and user testing.
- Presenting scalable and innovative design solutions, iterating to achieve balance in the initial product vision, business goals, research insights, and user delight.
- Establishing documentation standards across the team, which includes creating a scalable design system.
- Created and maintained the company's first design system.

Senior UI/UX Designer @ BuildFire

May 2019 - June 2020, Remote

Worked directly with the CEO and VP's of both marketing and sales on multiple marketing and advertising campaigns, sales materials and support, and various web pages.

- Performing as lead designer, creating app templates, email campaigns, social media ads and new web pages.
- Modeling team work processes, managing a team of designers and overseeing their design work.
- Collaborated with both engineering teams (web and mobile) on new web pages and new and exiting mobile templates.

UI/UX Designer @ BuildFire

February 2017 - April 2019, Remote

Was part of the engineering team that was tasked with redesigning and maintaining the website.

- Acted as sole designer on a handful of in-house projects and services, working cross-functionally with product management and engineering.
- Contributed to several feature design sprints, taking part in initial brainstorming, designing, prototyping, and documentation.

Mobile UI/UX Designer @ Yardi

April 2016 - June 2017, Onsite

Worked directly with the lead designer on mobile products, taking them from 0-to-1.

- Collaborated with the engineering team on 3 mobile aps and overseeing new features and improvements.
- Contributed to the first mobile IoT app of the company alongside the engineering team in the US and Canda.

Education

UI/UX Intern

2015

yardi.com

UI/UX Intern

2014

interface-design.co.uk

"Dragos Voda" National College

2009 - 2013

Computer Science Degree