

Andreea Hrincu

Product Designer

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ABOUT ME:

I'm a dedicated, passionate designer who enjoys solving problems, learning on the job and being challenged. I strive to create products that meet user needs, and always aim towards an optimal experience, one that balances business needs with user needs. I take pleasure in conducting user research to deeply understanding pain-points and enjoy addressing them in design. Nothing pleases me more than to work in a cross-functional team which is highly motivated to build & deliver a great product.

EDUCATION:

Bachelor of IT (Co-op Scholarship) | University of Technology, Sydney | 2008 - 2010

A 3 year degree that covered business & IT subjects, along with technical subjects such as databases, networking, coding in JAVA and web development. It entailed a full year's work experience in the IT teams at David Jones and Westpac.

Graduated with Distinction.

Bachelor of Science (Honours) in IT | University of Technology, Sydney | 2011 - 2012

Focus on HCI and web design and development. My thesis was around designing an improved online and mobile presence for an animal shelter using persuasive design, service design methods and an user-centred approach.

Graduated with Distinction.

EMPLOYMENT HISTORY:

Product Designer | Atlassian | Feb 2022 - present

Worked across Data Center and Atlassian Administration portal, used by thousands of customers.

Ran moderated research and designed various complex journeys for Enterprise customers.

- Used Replit to create interactive prototypes of the data retention experience. Learning Cursor.
- Worked on building trust through transparency for admins by delivering Rovo usage charts.
- Working in a tight deadline of 2 months, I helped deliver designs for feature gates. I introduced growth concepts to the team, sketched and ideated solutions and created user flows, prototypes and accessibility annotations.
- Led the design for onboarding Atlassian Guard billing onto the new billing platform. I mapped flows, shaped monthly and annual billing experiences, refined the storytelling to leadership and aligned design peers across multiple teams to ensure our end user goals were met.
- Designed an experience to allow DC Admins to see where 3rd party apps are being used. Partnered with engineering, ran cross-functional workshops to define MVP, and led customer research with admins and account managers. I mapped end-to-end flows, edge cases and aligned stakeholders. The app has a 4/4 star rating and approx. 2,000 installs.

UX Contractor | Cochlear | Apr 2021 - Dec 2021

Worked across lead-generation, insurance, rehabilitation and pediatric campaign sites (microsites).

- Created in-depth usage and event reports in Google Analytics for Cochlear America's lead-generation, insurance, rehabilitation and paediatric campaign sites (microsites).
- Presented GA data, core user needs, and recommendations for web traffic redirects to stakeholders; encouraging them to adopt an optimisation mindset.
- Organised an unmoderated UserTesting session with a treejacking and card sorting exercise to prove that users were confused by certain terminology in the navigation.
- Mocked up campaigns, web pages and experiments using the Cochlear design system, which were then authored into the live website.

UX Contractor | Limepay | Nov 2020 - Mar 2021

Working with Domain.com.au to create a BNPL experience for vendors selling homes.

- Mapped out the selling journey from a seller's perspective, along with the interaction they would have with a real estate agent and the MarketNow product.
- Analysed usage patterns and identified bugs using HotJar for vendors and agents.

- Organised and conducted end-to-end user research of the vendor flow, as well as preference testing at Domain with potential users of the MarketNow product.
- Summarised findings and wrote research reports after conducting usability testing.
- Conducted a best-practice review of the MarketNow agent & seller (vendor) websites, suggesting improvements that could be made to usability, navigation and copy.
- Mapped the flow through the MarketNow website, from when an Agent gets onboarded, to when a payment is made 90 days later.
- Crafted responsive, high-fidelity designs for credit card fees and dashboard enhancements, in response to requirements from Domain stakeholders.

Product Designer | uno | Aug 2019 - Sep 2020

Shaped the home loan purchase, refinance and loanScore products used by hundreds of customers. Collaborated with a junior designer to run end-to-end research and iterate on designs.

- Worked on improving the uno purchase, refinance and loanScore products by experimenting, addressing user feedback and launching new features.
- Offered ideas for experiments, and designed said experiments, in order to improve CRO, with a notable experiment resulting in a 200% CTR on a button.
- Applied an UCD approach to the dashboard project (my main responsibility) by planning and executing generative user research, and through conducting multiple rounds of usability testing on prototypes.
- Responsible for keeping the design phase of the dashboard project on track by running check-in meetings, as well as co-design & sketching sessions, creating and explaining user journey maps, and taking wireframes & UI designs in for review.
- Structured, organised and ran a design sprint for the dashboard project, ensuring alignment between development, marketing and product.
- Documented and synthesised insights & findings for the team, from both qualitative & quantitative research.
- Responsible for managing the day-to-day workload of a Junior UX Designer, including delegating tasks, critiquing designs and collaborating on conducting research & analysis.

UX Contractor | Avenade | Mar 2019 - May 2019

Short term contract to deliver some wireframes for AON, a superannuation customer.

- Completed a short-term UX strategy piece at AON, for their smartMonday offering.

- Responsible for managing the day-to-day relationship with the client, including capturing and prioritising requirements from multiple stakeholders, ensuring these were met in the proposed solution, and soliciting feedback through multiple showcases.
- Managed a team of 2 designers - an off-shore UX and on-shore intern, to successfully deliver wireframes that met the client's most pressing problems, within a short deadline.

User Experience Designer | SpringerNature | Mar 2017 - Sept 2018

Worked across a newsletter and Open Access journals.

- Part of a multidisciplinary team that looked after customer facing websites such as nature.com, Scientific Reports, BMC, and the Nature Briefing newsletter & landing page.
- Used Google Analytics & Google DataStudio to support our experiment-driven process.
- Conducted multiple rounds of user research to understand how academics work, their search behaviours and their attitudes to Open Access publishing.

User Experience Designer | BigSofa | Sep 2014 - Jan 2017

Sole designer in charge of the Big Sofa web platform, part of small cross-functional team.

- Introduced Google Analytics tracking and created usage reports for clients.
- Gathered user feedback by speaking to internal staff, running usability sessions, and observing users in face-to-face training sessions.
- Ensured user feedback was incorporated into new features or captured in the roadmap.
- Created sketches, wireframes and prototypes of features to test with internal staff and remotely with users to capture early feedback and improve proposed solutions.

User Experience Associate | NBN Co | July 2013 - July 2014

Part of the BAU team working on the Customer Portal & part of the project team that introduced an online ticketing system to reduce calls to the National Support hotline.

- Worked in a strict SCRUM Agile environment with well defined processes, well planned iterations, and stringent kick-off and handover practices.
- Collaborated with internal stakeholders, BA's and developers to come up with solutions for user stories on the Customer Portal.
- Presented wireframes, as well as the thinking and justification behind them, to stakeholders during check-in meetings and the wider team during release planning.