

Tori Dumitrescu

UX Designer | Website Designer

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Key Skills

- User research
- Wireframing
- Prototyping
- Interaction design
- Data analysis
- AI literacy
- HTML
- CSS
- Figma
- Wix
- GitHub

Professional Summary

With 4 years of hands-on experience in web and product design, I create visually compelling, functional interfaces that guide users seamlessly toward key actions. Working to bridge aesthetics and usability to enhance overall user satisfaction and engagement. Committed to continuous improvement and team success.

UX Designer – Independent Contracts *Glendale Heights* - present

- Redesigned individual websites to improve user engagement, accessibility, and overall user experience by conducting user research, creating wireframes, and developing interactive prototypes.
- Collaborated with clients and stakeholders to identify business goals and user pain points, ensuring redesigns met both brand standards and usability requirements.
- Implemented usability testing sessions and analyzed feedback to iterate design solutions, resulting in measurable improvements in user satisfaction and conversion rates.
- Developed responsive, mobile-first designs using tools in Figma.
- Maintained design consistency and style guides across projects, streamlining handoff to developers and supporting smooth implementation of design improvements.

Product Designer -Fitcheck *U of I* -12/23 - 6/24

- Enabled the startup by designing the UI/UX of a habit formation iOS app from conception to delivery through 3+ iterations of wireframing, prototyping, and user testing.
- Improving user satisfaction through introducing the test a habit feature to tailor the needs of the population bracket of 18-24 yrs who are struggling to network among themselves.
- Increase design speed through establishing an expandable design system in Figma, while collaborating with the product owner, design teams and SWE's as we move forward.

Product Designer - Independent Project *Elmhurst, IL* 03/21 - 07/23

- Initiated a project that helps a user customize their personal journey online that guides them through a divorce.
- Designed a journal customization user flow which will increase for a responsive website using Figma through 3+ rounds of user testing, sketching, wireframing, and prototyping.
- Managed the project using the agile development framework to assure efficiency and quality delivery.
- Experience designing mobile application / mobile websites, non-application websites / non-interactive multimedia content

Web Designer -TKL Design Group *Hinsdale, IL* 01/19 - 04/21

- Increased the company website visit volume by 23% by redesigning the website to adapt to mobile devices and incorporating a modern aesthetic through 2+ rounds of sketching, wireframing and prototyping.
- Improved the website retention rate by 22% by introducing a stronger design hierarchy that simplifies the user flow for customizing a product.
- Collaborated with the owner and the SWE's team using the agile development framework to ensure a quality delivery.

Education

BS Recreational Therapy, Aurora University

UX Design Certificate - Google

Responsive Web Design - Freecodecamp