



Andrei Balint

Web / UX Designer

www.andreibalint.com



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For the past years I have been doing design for web, getting fully involved in the lifecycle of projects, starting with research, wireframing, mockups, up to implementation and testing phase - HTML CSS Angular, making sure to offer the best experience for hundreds of thousands of members who signed-in into the websites or mobile apps.

I identify and explore problems, find solutions, test, iterate, and improve, creatively.

I like working in a multinational and diverse team and collaborating closely with other teams (managers/developers)

To name a few clients i worked for : **Accor Hotels, Nielsen, GFK, Honda, Accura, Air Berlin, British Airways**

Proficient with **Adobe - Illustrator, Photoshop, XD (similar to Sketch), InDesign** + tools like **Asana, Git**, etc



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+ Prototyping (low and high fidelity), user personas, journeys maps, site maps, user flows, site flows
Google Ads campaigns, Google Analytics as a tool for optimization.

+ Wireframing then coding (HTML, CSS, Angular) . Testing and optimising for all screen sizes and users (responsive / adaptive design, accessibility).

+ Creating brands from scratch, concept, logo, mood boards, brand manuals, presentation materials.

Web Designer - Dynata (global leader in first-party data and data services)

nov. 2013- jul. 2019 <https://www.dynata.com/>

Our team works like an internal agency, we get requests in an online system then we have a process that includes research, brainstorming, prototyping, testing and implementation.

+ Created brands, research, concept, logo, mood boards, brand manuals.

+ Delivered prototypes, low or high fidelity mock-ups

+ Provided visual assets - icons, buttons, banners based on the project specific.

+ Implemented the design into code – websites, landing pages, html newsletters

+ Optimising for responsive design and accessibility, usability testing and fixing errors

+ Supported recruitment and partnership with creatives like media kits or campaign materials

+ Worked closely with copywriters, campaign managers

+ Collaborated with developers to launch or migrate websites

Digital designer - Carpatair (regional airline company)

april 2011 - oct. 2012 <http://www.carpatair.com/>

Working as a designer at an airline was very challenging but it has brought me great satisfaction.

I took care of the company brands and that of the Flight School.

- + Preserved the company brands, ensuring consistency
- + Provided visual assets - icons, buttons, banners based on the project specific
- + Implemented the design into code, optimising, testing and fixing errors
- + Took part in marketing campaigns (Facebook, Google AdWords) delivering assets
- + Supported marketing for events – exhibitions, fairs, openings with printed materials
- + Worked closely with marketing specialists, copywriters
- + Collaborated with developers to launch or migrate websites
- + Did photography – photo sessions with airplanes and crew, product photography and editing

Graphic Designer TRUSTEE Real Estate Group (real estate company) mar. 2008 - mar. 2011

I was designer for one of the largest, nationally renowned realty - estate promoters.

- + Preserving the company brands, ensuring consistency
- + Supported marketing for events – exhibitions, fairs, openings with printed materials, worked closely with marketing specialists and manager
- + Took part in marketing campaigns, delivering assets
- + Collaborated with developers to launch websites
- + Did architectural photography (exterior and mostly interior) of the real estate product
- + Video and photo editing : for TV and Led/ plasma displays around the town and for the web site ;

Designer and product photographer Artima (largest independent supermarket chain in Ro.) oct. 2006 - jul. 2007

I was designer for the largest independent supermarket chain in Romania

- + Preserving the company brands, ensuring consistency
- + Designing materials needed for indoor (supermarket) and outdoor signalling
- + Supported marketing for events – exhibitions, fairs, openings with printed materials, worked closely with marketing specialists and manager
- + Took part in marketing campaigns, delivering assets
- + Did Product photography and editing for the bimonthly promotional magazine



Online course Become a UX Designer from Scratch

<https://www.interaction-design.org/andrei-balint/certificate/course/PH6HF8b0s>

Online course Mobile User Experience (UX) Design

<https://www.interaction-design.org/andrei-balint/certificate/course/PRN7HM7NI>

Master in Advertising and Visual Communication

West University of Timisoara, Faculty of fine arts (Timisoara) 2006 - 2008

University - fine arts

West University of Timisoara, Faculty of fine arts (Timisoara) 2002 - 2006

Languages :

English(Fluent), German (Intermediate) , Romanian

Hobbies

I love to travel and to experience nature in long hikes, but I also love to immerse in other cultures, I travel as much as I can and I always take my camera with me. I like to burn calories at the gym, to go on byking and I discovered recently the pleasure of running, when I was doing that for a charity event. I also love gadgets and technology.