



Andrei Balint

UX / UI Designer Vienna

[www.andreibalint.com](http://www.andreibalint.com)



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## Profile & Skills

I identify and explore problems, find solutions, test, iterate and improve creatively, fully involved in the lifecycle of projects, to ensure the best experience for the users.

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

**Strengths:** User Experience & Interface, Mobile App Design, Web Design, Research, Prototyping, Collaboration

**Tools :** Figma, Figjam, Miro, Mixpanel, Jira, Confluence, Adobe Illustrator, Adobe Photoshop and also HTML, CSS, WordPress, Zeplin, Google Analytics and Google Ads.

**My processes:** Research, ideation, competitor analysis, user interviews, personas, sketching, wireframing, prototyping, user testing, usability testing, flows, use cases, user journeys, tracking, analytics.

## Experience

### UX / UI Designer - jö Bonus Club ( REWE group ) Sept. 2021 - present

Largest Austrian loyalty program ( 4,4 mil. jö members ) - REWE group + other big Austrian partners

<https://www.joe-club.at/>

- + Taking care of the Digital Products - jö Mobile App & Website + Tower (tablet) device.
- + Getting involved in the full lifecycle of projects, from concept to testing and implementation.
- + Analyzing the user flows, identifying issues and Improving the current products.
- + Understanding the users needs trough usability testing, interviews, surveys, tracking and working with our user community.
- + Developing new features and products, special engagement and loyalty campaigns.
- + Doing Prototyping, wireframing, flows, user personas, journey mapping.
- + Working closely with the product owner, developers and other teams in an agile environment.

### UX / UI Designer Designer - myWorld & Dodax Oct. 2019 - Feb. 2021

E-commerce portals (Marketplace) B2B and B2C

<https://at.myworld.com/de-at/>

- + Getting involved in the full lifecycle of projects, from concept to testing and implementation.
- + Analyzing the user flows, identifying issues and Improving the user experience.
- + Doing Prototyping , wireframing, flow maps, journeys maps, user personas.
- + Designing a mobile app for optimized shopping on phone/ tablet.
- + Working closely with other designer, product owners, developers in an agile environment.
- + Researching and understanding the user needs and competitors offer to improve our products.
- + Defining and creating new features together with the team and integrating them.

## UI/UX & Web Designer Aug. 2010 - Oct. 2019

Freelance design projects

<https://www.andreibalint.com>

- + Research, personas, journeys maps, site maps, user flows, site flows.
- + Prototyping and coding for web ( HTML, CSS, Bootstrap).
- + Testing and optimizing (responsive / adaptive design, usability).
- + Google Ads campaigns, Google Analytics.
- + Branding, logos, concepts, presentation materials.

## Web Designer - Dynata Nov. 2013 - Jul. 2019

World's largest data and insights platform, connecting brands and agencies to consumers

<https://www.dynata.com/>

- + Research, concepts, logos, branding and brand manuals, mood boards.
- + Prototyping , low and high-fidelity mock-ups and visual assets.
- + Implemented the design into code – websites, landing pages, newsletters.
- + Worked closely with campaign managers and developers to launch and to migrate websites.
- + Optimizing for responsive design and accessibility.
- + Usability testing, fixing errors and improving the user experience.
- + Supported recruitment and partnership with creatives for special campaigns.

## Designer - Carpatair April 2011 - Oct. 2012

## Designer TRUSTEE Real Estate Group Mar. 2008 - Mar. 2011

## Education

### Design Sprint + Accelerating Innovation Masterclass

Aj&Smart ([www.ajsmart.com](http://www.ajsmart.com))

### Conducting Usability Testing

<https://www.interaction-design.org/andrei-balint/certificate/course/3d93ebab-653f-48c8-9088-8f696bb1309a>

### 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 & Hobbies

### Languages :

English, Deutsch, Romanian

### Hobbies :

I love to travel and to experience nature in long hikes, but I also love to immerse in other cultures and I always take my camera with me. Beside that I love gadgets and technology and I can adapt fast to changes.