

Robert Ipsihi

Product Designer

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Creating user-centered experiences through research.

Experience

FintechOS

Product [UX / UI] Designer

May 2021 to Present

While working at FintechOS, I have ownership over the design roadmaps for the FintechOS Academy platform.

My responsibilities here are to:

- improve the learning experience of FintechOS Academy by co-planning, participating, and facilitating usability tests and interviews to identify key UX issues.
- analyze insights to underline inconsistencies in content, structure, branding, and overall experience, in order to propose design solutions.
- co-plan and provide help in facilitating ideation workshops that aim in raising awareness regarding UX problems and find solutions for them.
- create course templates based on insights gathered from desk research and user interviews.
- ensure platform-wide and course-wide visual consistency by creating UI kits, writing documentation and use cases of various UI elements, and creating a component-based system for course elements.
- implement pixel-perfect designs on the learning management system platform [LMS].
- work with the LMS architect in order to configure the platform and troubleshoot UX problems.
- design brochures, badges, and animations, and provide help with every other bit of visual work for FintechOS Academy.

Freelance

UX / UI Designer

September 2013 to Present

While working with global clients on multiple types of projects, I had the opportunity to:

- research and design user flows and prototypes and conducted in-depth user tests to iterate my designs.
- analyze, research, and built personas, and user journeys based on user interviews.
- solve UX problems in existing apps, while remaining consistent with the already existing style guides.
- create proof of concept prototypes to illustrate ideas in the early stages of development.
- create advanced prototypes, interactions, and micro-interactions and aligned with developers to supervise implementation.
- participate in and win multiple design competitions on various freelancing platforms, such as 99designs and DesignContest.

Avira

Product Design Intern

August 2018 to January 2019

While working at Avira, I was part of the mobile team, whose challenges were to build new apps or implement new features to the existing ones.

While following a two-week sprint methodology, my responsibilities were to:

- research and design the user flows, wireframes, and high-fidelity prototype for a photo vault feature for the iOS antivirus app.
- redesign and improve the user experience of key screens on the iOS and Android antivirus apps.
- research and design the wireframes, high-fidelity screens, and animations for a configuration assistant for the macOS antivirus app.
- propose a format for the creation of iconography for the company's newly created Design System.
- work alongside the UX writer on the creation of successful branding assets for sales and marketing use for the mobile apps campaigns.

Skills

Visual Design & Prototyping

Product Design	Rapid Prototyping
UI Design	Hi-Fi Prototyping
Wireframing	Motion Design
Design Systems	Illustrations

Research & Analysis

UX Research	Empathy Mapping
User Personas	Storyboarding
Usability Testing	Journey Mapping
IA	Data Analysis

Development

JavaScript	HTML5
Sass	CSS3

Toolbox

Figma	Adobe Illustrator
ProtoPie	InVision
Webflow	Notion
Adobe XD	Miro
Sketch	FigJam
Lottie	Visual Studio Code
Adobe After Effects	Adobe Photoshop

Education

Politehnica University of Bucharest

Engineering and Informatics

Recognition

Bēhance

2020

Once of my freelance projects got features in 3 Bēhance Curated Galleries: Interaction, Adobe XD and Student Show.