



Emanuel Serbanoiu, designer

Living and working in Iasi, RO

I've been designing user interfaces and user experiences for both web and mobile platforms for the past 5 years.

In this time, I also got to demonstrate my illustration, branding and coding skills.

emanuelserbanoiu.com

Skills and preferred tools



Education and knowledge

- **2007**
 Start going to National College "Al. I. Cuza" in my hometown Focsani, RO
- **2009**
 Began studying and researching design online
- **2011**
 Start going to Faculty of Computer Science "Al. I. Cuza" in Iasi, RO
- **2012**
 Began doing freelance design. The dream
- **2013**
 Followed Codecademy's and Lynda's online courses about web development
- **2015**
 Read more books about design, psychology and human behaviour

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UI/UX designer at Endava

Current job - 4 months

Joined the company in January 2017 and designed **3 internal platforms** that are helping Endavans have a better organisation. Currently working with our client **R&A**.

endava.com

Designer at PeoplePost

1 year 3 months

Being presented as a social network for booking hotels, along with a team of two, I **redesigned** core aspects of the product and placed the foundation for a solid **styleguide**.

Mobile clients were refreshed to reflect current Material Design guidelines and Apple's HIG.

peoplepost.com

Multidisciplinary designer at Vuzum

1 year 7 months

Split between client work and **start-up** building, I've designed over **150 widgets** for widgetic.com and a handful of web and mobile apps for Vuzum.

vuzum.com

Freelance Designer

2 years 2 months

Worked with clients from all over the world helping them build **web** and **mobile products**. Illustrations and branding were usually my favorite side projects.

Live projects

- Orbidive and Fluffy Fort Android Games
- Fair Flip for iWatch and WWWifi App.
- MDH earthquake detection iOS app

dribbble.com/emanuellikesdesign

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Design approach

Design is elegant problem solving

My design thinking process involves **Research, Insight, Concept** and **Design**.

Adapting to any type of project comes naturally and because I always keep an open mind, I can easily put together a new work flow.

Depending on the project, I either work by myself or together with a team but I never involve the ego or biased mentalities.

Last five books I've read

- Articulating Design Decisions - T. Greever
- How to Win Friends and Influence People - D. Carnegie
- The Sketch Handbook - C. Krammer
- 100 Things Every Designer Needs To Know About People - S. M. Weinschenk
- Influence - The Psychology of Persuasion - R. Cialdini

My certifications

- **People Centric's** Graphics Class Certificate
- **Endava's** Background Assessment Certificate

Presentations I've held

- Emotional and Optimistic Design - goo.gl/ublFdr
- Time in design and making the best of it - *in progress*

Design process trail

In reality, it actually never ends

