



Emanuel Serbanoiu, Designer

Living and working in Iasi, Romania

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

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

emanuelsebastian.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!
In the meantime I took Codecademy's and Lynda's online courses about web development
- 2015**
Read more books about design, psychology and human behaviour
- 2017**
I'm here, hello!

UI/UX designer at Endava

Current job - 9 months

Joined the company in January 2017 and designed **3 internal platforms** that are helping Endavans have a better organisation. In this time I've also worked with clients like **R&A** and **Travelopia**.

endava.com

Designer at PeoplePost

1 year 3 months

PeoplePost was a start-up (child of Hotelbeds Group) 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 **150+ widgets** but also a new look for Widgetic and a handful of web and mobile apps for Vuzum.

vuzum.com widgetic.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 available on Playstore
- Fair Flip for iWatch and WWWifi iOS App.
- Earthquake detection "MDH" iOS app

dribbble.com/emanuellikesdesign

Design thinking approach

Design is elegant problem solving

Do designers really think in a different way? I would argue that good designers have a distributed cognition, take advantage of the expertise and use the idea of iterative world modeling, all which assemble the process of design thinking.

I usually like to work in a team in order to have a collaborative workflow but working alone is something I've did for the longest time.

Modern tools like Zeplin and Invision allow me to provide useful deliverables to the developing team.

Last 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
- Neuro Web Design - **S. M. Weinschenk**

Presentations I've held

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

Design process trail

In reality, it actually never ends

