

MIRCEA ANTON

Designer and UX, UI

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Profile

Senior creative with fourteen years experience in the digital industry and eight years dedicated to UX and UI. Worked for industry names like: **HSBC, Willis Towers Watson, Wester Union, Acas, BT, Virgin Media, Channel 4, Audi, Nissan, Oracle, Ricoh, Rugby World Cup, Wimbledon, UEFA Championship, Premier League, Indian Premier League, Major League Baseball** and agencies like: **IMG, DigitasLBI, TH_MK, Heath Wallace, MOI, Burn, Uber Digital, Runpath, Digi2al, Mccann Erickson**

Skills

Core Strengths: UX & UI, User Experience, User Interface, Digital Design, Prototyping, IA, Research,

Proficient in: Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, XHTML5, CSS3, Sketch, Axure, Balsamiq, Omnigraffle, Invision Figma, Miro, Adobe XD, MacOS & Windows

Experienced with: Javascript, jQuery, PHP, ActionScript, MySQL, Joomla, Wordpress CMS

Concept & Practices: sketching, wireframes, information architecture, rapid prototyping, responsive design, research, interviews, workshops, personas, task flows, specifications, scenarios, user journey, user testing, observational studies, competitor analysis, requirement definition, card sorting, requirements, discovery and insight gathering, functional specifications; collaborative design, Web Standards, W3C, accessibility, semantic markup, SEO, analytics, validation and accessibility, user centered and interaction design; UX strategy, mobile, tablet

Management: project based, digital teams and UX teams

Experience

November 2021 – Present

Product Designer

ioyu.digital | rebrand.ly/grabdesk | rebrand.ly/isolight

Coronavirus self isolation, quarantine & volunteering app, discovery of information and knowledge management technology United Kingdom

Role: Working on Coronavirus self isolation, quarantine & volunteering app, and also discovery of information and knowledge management technology, as well as innovating in the text messaging space.

April 2021 – October 2021

Designer

Tangity - NTT DATA | tangity.design - nttdata.com

(Japanese multinational information technology service and a trusted global innovator of IT, London UK)

Role: Supported NTT data with UX consultancy for two of their main clients, UBS bank and O2-Virgin, this included design, UX strategy, research, wireframes and interactive prototypes.

February 2020 – September 2020

Product Designer

Isolight | rebrand.ly/isolightapp

Coronavirus self isolation, quarantine and volunteering app, United Kingdom

Role: As a response to NHSX call on innovators to help with the coronavirus pandemic I have created an implementation strategy, high fidelity testable prototype, presentation website and a video demo for a healthcare app that would help people in quarantine or isolation get the support they need to stay at home, and to protect them from the consequences of isolation: loneliness, and a lack of support.

December 2019 - February 2020

Design Consultant

Laithwaite's Wine | laithwaites.co.uk

(The UK's No.1 online wine retailer)

Role: Design, research and UX for the online sales journey and check out process of Laithwaite's online platform.

October 2018 – July 2019

Design Consultant

NTT DATA | Virgin Media - virginmedia.com

(British company which provides telephone, television and internet services in the United Kingdom)

Role: Design, research and UX for the cable sales journey and check out process of virgin media online platform.

January 2018 – September 2018

Design Consultant

Acas part of GOV.uk | acas.org.uk

(Crown non-departmental public body of the Government of the United Kingdom, London, UK)

Acas - Improving organisations and working life through the promotion and facilitation of strong industrial relations practice

Role: Acted as UX consultant on the beta product for acas's online platform. Conducted UX research, benchmarking and created low-fidelity and high-fidelity wireframes for user testing. Created the platforms digital style guide following GDS standards and produced high-fidelity responsive designs. All the designs I produced were tested and passed WACAG accessibility standards. Successful launch of beta.acas.org.uk was in June 2018 full transition to www.acas.org.uk in 2020

November 2017 – December 2017

Design Consultant

Runpath | runpath.com

(FinTech innovation and advisory experts, London, UK)

Runpath - product selection & comparison data, financial management tools, messaging solutions and Data/Reporting services.

Role: Designed Secure Trust mobile app, working up from strategy and research into wireframing and high fidelity designs.

August 2017 – November 2017

Design Consultant

DigitasLBI | digitaslbi.com

(Digital transformation agency, London, UK)

DigitasLBI is a global marketing and technology agency that transforms businesses for the digital age.

Role: Working as a UX Consultant on Helios, the global digital platform for the Renault-Nissan Alliance, with over 270 digital sites for 100 markets worldwide, conducted heuristic reviews, prepared low-fi wireframes and technical specifications, usability guidelines, and optimized information architecture

June 2017 – July 2017

Design Consultant

TH_NK | wearethink.com

(Digital transformation agency, London, UK)

TH_NK works with clients like Vue, Butlins, Warner Bros., New Look and Atom Bank to set and realise their digital ambitions.

Role: Doing the Interaction design (wireframing journeys) and conducting a content audit for two of TH_NK's clients

May 2016 – Feb 2017

Design Principal

WTW | willistowerswatson.com

(Leading global advisory, broking and solutions company, London, UK)

Willis Towers Watson, 2nd largest global multinational risk management, insurance brokerage and advisory company in the world

Role: Leading the UX department and managing stakeholders for the build of the new WTW Risk and Analytics management platform. Devised and implemented the overall UX strategy for the group. Managed separate work-streams, conducted persona research, stakeholder interview, legacy research, competitors research, user flows, ran regular heuristic evaluations, provided UX support and led innovation workshops.

April 2016

Design Consultant

Human Innovation | humaninnovation.com

(Innovation and brand strategy agency, London, United Kingdom)

Assisted and consulted Human Innovation in the early stages of UX research and technical specification creation for one of their hospitality clients. This included: persona and market research, information architecture, user journey, insight gathering and functional specifications

March 2015 – March 2016

Design Consultant

HSBC | heathwallace.com

(Global digital creative agency, Reading, United Kingdom)

HeathWallace delivers engaging digital experiences for some of the largest global brands

Role: Assisted and consulted **HSBC** on building their new public website and online banking platform, prepared high fidelity interactive prototypes (axure) and low-fi wireframes (Omnigraffle) for the next HSBC online banking release, conducted heuristic evaluations, content audit, competitor analysis, built personas, task flows, user journeys and experience maps. Created usability test cases and conducted guerilla testing. Traveled internationally to coordinate and align UX workflow in scrum agile environments and assisted and collaborated on international user testing.

September 2014 – January 2015

Design Consultant

BURN | burnmarketing.com

(Global digital creative agency, London, United Kingdom)

BURN is an integrated brand response agency that delivers digital marketing & creative solution to a broad range of clients

Role: User research, produced user profiles, app architecture and prepared low & high fidelity prototypes of app (interactive wireframes) personas, task flows, UI design.

September 2014

Design Consultant

Uber Digital | uberdigital.com

(Global digital creative agency, London, United Kingdom)

Uber Digital is a global digital creative agency

Role: Produced user profiles, site architecture and prepared low fidelity prototypes of sites (interactive wireframes), estimated and determined the technical feasibility of the prototype.

June – August 2014

Design Consultant

MOI | moi-global.com

(Global marketing agency, London, United Kingdom)

MOI is a global marketing agency

Role: Produced user-centric web & mobile interfaces, prepared low fidelity prototypes of sites (interactive wireframing), estimated and determined the technical feasibility of the prototype and presented high fidelity designs.

2010 – 2014

Designer

IMG World | img.com

(IMG Worldwide is a global leader in Sports, fashion and media, London, United Kingdom)

Role: Developed, implemented and revamped IMG's vast portfolio of web & digital assets; Offered UX/UI, web and digital technology consultancy; Extended IMG's UI and UX guidelines, for online & digital multimedia; Created communication solutions for cross-platform, print, online, collateral & large scale/stadium media

2009 (July – December)

Designer

nice2tri.com | verynice2.com

(E-retail, London, United Kingdom)

Verynice2.com is an e-retail website delivering products across UK and Europe. **Nice2tri.com** is an online multi-sport retailer.

Role: managed a small creative team consisting of 2 graphic designers and one copywriter. Covered the company's UX and UI revamp, branding, corporate identity for **print** and **web**. Designed and implemented **website templates, online campaigns, newsletters** and **print ad campaigns**.

2007-2009

Founder, UX Designer

Neuronstudio.ro

(Interactive agency - Romania)

Managed to build up a vast international client portfolio: **Mccann, Capgemini, Paprika, Violet, Gav, Bergenbier, Petrom.**

Delivered commercial concepts, designed and implemented innovative print and online campaigns. **Managed** small design & programming teams to deliver projects ranging from identity, event branding, stationery, brochures, mapping, signage, animation, to websites, web banners and newsletters

2005-2007

Designer

Brightness | brightness.ro
(Advertising agency - Romania)

Concept copywriter and art director on major international accounts: **Audi, HBO, Discovery Channel, Bigotti, Sagem** and major Romanian accounts like: **Unica, Sapteseri, Profm, ProTV, Kanal D, Adevarul, CSA**

Education

(CC&PR)

College of Communication and Public Relations
(State University of Political and Administrative Studies, Bucharest, Romania)

B.A. in Communication and Public Relations
Cambridge CAE - Linguistic competence certificate