COSMIN MAXIM

Lead Product Designer

cosminmaxim@gmail.com
imagink.ro (2015)
instagram.com/maximco
+40 724 534 894

Personal Information

Date of birth: April 22, 1982
Address: Str. Strungului No. 4, Ap 10B, Brașov, Romania

Creative, Strategic, Impactful.
Inspired by people's stories, behavior and needs, I create useful products that leave a mark.
I preach and teach a Design Thinking mindset within teams, clients and students. I facilitate workshops to discover real user problems and align teams, with the goal to find the right balance between product feasibility, user delight and business goals.
I have spent over 15 years designing produ cts for different industries, working in companies of different sizes, from start-ups to very large corporations, always committing to the best deliverables for the end-users.

Skills

My key areas of expertise
• Digital Healthcare systems & EMRs
• Drive product design vision
• Manage large scale products and platforms
• Lead, influence, decide design direction
• Mentor young designers
• Design Thinking & Design Sprints
• Implement UCD process
• Accessibility
• Design systems & Style guides
• Design strategy and research
• Conducting user testing
• Interactive prototypes

Tools

Tool	Level
Pen & Paper	●●●●●●●●●●
Miro, Mural	●●●●●●●●●●
Sketch	●●●●●●●●●○
Keynote	●●●●●●●●○○
Adobe Suite	●●●●●●●○○○
Principle & Axure	●●●●●●○○○○
Blender 3D	●●●●○○○○○○
Office Suite	●●●●●●○○○○
CSS & HTML	●●●●○○○○○○
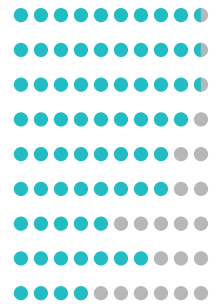
Languages

Romanian native · English advanced · German conversational · French begginer

Education

Transilvania University Brasov 2006 - 2008
Ergonomy in product design - Master

Delft University of Technology 2005 – 2006
Industrial and Product Design - Bachelor's project

Transilvania University Brasov 2001 - 2006
Product Design - Engineer Designer

Andrei Muresanu Highschool, Brasov 1997 - 2001
Mathematics and Physics

Cerner 04/2020 - present
Lead UX Designer
Lead design critiques and approve designs to maintain quality and consistency standards for assigned product groups.
Lead and influence design sessions with development project teams, appropriately challenging as necessary to maintain the integrity of the overall design and user experience.
Review and approve exceptions to established design standards and lead the identification and introduction of new design styles, patterns and standards, ensuring compliance with the company's design standards.
Manage large-scale or complex design projects across multiple development teams and product groups.
Drive product design vision and strategy in collaboration with user experience strategists and human factors research leaders through client interaction, market and user research and interpretation of regulatory and accrediting agency guidelines.
Train, mentor and guide other user experience designers.
Delegate the work appropriately, provide clear expectations and follow up to ensure progress and overcome roadblocks. Identify associates and team priorities based on business direction and adjust when needed.
Identify the right talent to achieve the desired results. Promote and build a diverse and cohesive team to accomplish objectives and align associates' skills to fill gaps.

IBM 02/2016 - 03/2020
UX Consultant, Product Owner, Design Thinking Facilitator
At IBM, I worked as a Product Designer, UX Consultant and Product Owner on a very ambitious project for the German private health insurance industry. An EMR mobile application (iOS and Android), which facilitates the digital connection between patients, doctors, health centers and private health insurers (ega.de).

Besides the project work, I organized and facilitated Design Thinking workshops with new clients, I mentored designers and development teams in user-centric design process.

Pentalog 06/2014 - 01/2016
Senior UX/UI Designer
Offered client consultancy aimed to enhance user experience and product ergonomy.
Closely worked in strong Agile environment with development teams for various clients from startups to big corporations. I developed concepts, personas, user secenarios, wireframes, prototypes and polished multi platform user interfaces following the latest guidelines and trends.
Designed visual solutions and presentations for the global marketing and human
resources departments.

OnlineCorp   09/2010 - 06/2014
Co-founder - Growth and Design
Building and managing sport goods e-commerce websites for major brands and distributors like:
Salomon, Suunto, Buff, Sailfish.

liveBooks INC   10/2006 - 04/2013
Product Designer & Design QA
Designed the dashboard user interface of the main app.
Designed the front-end company website and all the marketing visual materials.
Monitoring and verifying the quality of the design implementation on customers' websites.

Foton Advertising   06/2003 - 09/2006
Graphic Designer

NNG Virtual UX Conference
Application Design for Web and Desktop - Aug 2021

IDEO five-week course
Leading for Creativity - Nov 2020

IBM trainings
Enterprise Design Thinking Coach - accreditation in progress
Enterprise Design Thinking Team Essentials for AI - Sept 2019
Enterprise Design Thinking Co-Creator - Apr 2018
Cognitive Practitioner - Feb 2018
Insurance Industry Foundations - Feb 2018
iOS Design Foundation - Aug 2017
IBM Blockchain Essentials - Dec 2016
IBM Agile Explorer - Jul 2016

Interaction Design Fundation
UX Management: Strategy and Tactics - Apr 2019
Conduction Usability Testing - Dec 2018
Design Thinking - The Complete Guide - Jun 2018
Interaction Design for Usability - Mar 2018

Online Workshop: Take decisions faster - Oct 2020
@PeakIT 003 Conference

Class Workshop - Appling Design Thinking on a social challange - Oct 2019
 @PeakIT 002 Conference

Summer School Design Thinking workshop - Jul 2019
IBM intership @Transilvania University

Call 4 Code Design Thinking workshop - Jul 2019
@ IBM Brasov

UX Designer role in Agile Teams - Sept 2018, Mar 2019
@iKonnect Conference

How to validate your new idea in 5 days - Design Sprint - Dec 2018
 @PeakIT 001 Conference

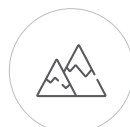**UX Process and Tools** - Ian 2018
@ IBM Brasov

Craft better user experiences - Jun 2016, Ian 2017
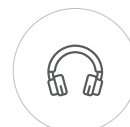@ Agile Hub, Brasov

3D art   road   beeing in   things made   music
                cycling   the mountains   form wood