

COSMIN MAXIM



User Experience & User Interface Designer

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www.imagink.ro

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PERSONAL INFORMATION

Date of birth: April 22, 1982

Address: Str. Independentei nr 92, Bl 336A, ap 6, Brasov, Romania

Short bio: I am a designer with over a decade experience working in the creative industry, across a wide range of projects. From research to concept development, testing and implementation, I drive the design process mixing creativity with simple and user-centric approach. I help people make complicated things more meaningful, and I believe that what I create should ideally improve the lives of others. Passionate about the latest digital trends, I'm constantly looking to learn and enhance my skill set.

SKILLS

My key areas of expertise

- Crafting user experiences
- Consulting and translating customer requirements into defined specifications
- Analysis and research
- Sketches, user flows, wireframes, prototypes
- Designing user interfaces for mobile & web
- Presentations
- Typography & iconography
- Branding
- Motion design & video editing

Computer software (Mac & Windows)

Photoshop	●●●●●●●●●●
Illustrator	●●●●●●●●●●
Premiere Pro	●●●●●●●●●●
After Effects	●●●●●●●●●●
InDesign	●●●●●●●●●●
Lighroom	●●●●●●●●●●
Office Suite	●●●●●●●●●●
CSS	●●●●●●●●●●
HTML	●●●●●●●●●●

Languages



Romanian
native



English
advanced



French
conversational



German
beginner

Good understanding of

- Wordpress, Magento, MailChimp,
- Google Adwords, Analytics
- Social Media Marketing
- InVision, Marvel
- Agile environment
- Basecamp, Salesforce, Assembla, Jira

PROFESSIONAL EXPERIENCE

Pentalog 06/2014 - present

Senior Designer

I offer client consultancy aimed at enhancing user experience and product ergonomoy.

I work closely with development teams for various clients from startups to big corporations, designing multi platform user interfaces following the latest guidelines and trends. I develop concepts, personas, user scenarios, wireframes, prototypes and polished user interface.

I design visual solutions and presentations for the marketing and HR internal department.

ROUTE 66® 04/2013 - 05/2014

Senior Designer

ROUTE 66 is the worldwide licensor of the Route 66 brand and one of the leading software companies in GPS navigation industry, involved in strategic partnership with Samsung, HTC, Lenovo and others. During my time here I worked on the new release of the Route 66 Navigation app for Android and iOS.

I started with a detailed research and comparison of the main business competitors (Google Maps, iOS Maps, Waze, Sygic, iGO) from usability, ease of use, features, inovation and price point of view, Followed by A/B usability tests with several potencial users, analyze data, drew sketches and build animated prototypes.

I designed the interface for the main mobile app and secondary weather, traffic control and location responsive web pages.

I designed and managed the visual identity of ROUTE 66 products and collateral communication materials developing from scratch ROUTE 66 Style Guide 2014. This included history and imagery research, ROUTE 66 logo general rules, topics artwork and product ideas.



PROFESSIONAL
EXPERIENCE

Semimaraton Brasov Intersport 04/2012 - present

[Event Coordinator, Advertising](#)

Semimaraton Brasov Intersport is one of biggest running event in Romania with over 1500 participants. Since the beginning I was part of the organizing team involved in strategy planning, marketing, innovation, branding and volunteers coordinator. www.semimaraton.ro

liveBooks INC 06/2003 - 01/2004

[Marketing and User Interface Designer](#) 09/2009 - 04/2013

Designing the dashboard user interface of the main app

Designing the front-end company website and all the marketing visual materials

[Design Quality Assurance](#) 06/2007 - 09/2009

Monitoring and verifying the quality of the design implementation.

[Production Designer](#) 10/2006 - 07/2007

Flash websites design implementation after a delivered layout using XML, CMS, Action Script

OnlineCorp 09/2010 - 06/2013

[Co-founder - Marketing and Design](#)

Building and managing sport goods e-commerce websites for major brands and distributors like: Salomon, Suunto, Buff, Sailfish.

Tabu Production 07/2006 - 10/2006

[Video Editor and Graphic Designer](#)

Foton Advertising 06/2003 - 01/2004

[Graphic Designer](#)

EDUCATION

Transilvania University Brasov 2006 - 2008

Master's degree, Engineering Design

Delft University of Technology 2005 - 2006

Industrial and Product Design

Transilvania University Brasov 2001 - 2006

Engineer Designer, Product Design

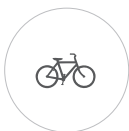
Andrei Muresanu Highschool, Brasov 1997 - 2001

Mathematics and Physics

HOBBIES



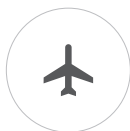
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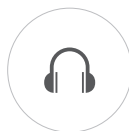
cycling



hikking



traveling



music