

# COSMIN MAXIM



## User Experience & User Interface Designer

cosminmaxim@gmail.com | [www.imagink.ro](http://www.imagink.ro) | +40 724 534 894

### PERSONAL INFORMATION

**Date of birth:** April 22, 1982

**Address:** Str. Strungului No. 4, Ap 10B, Braşov, Romania

#### Creative, Strategic, Impactful.

Inspired by people stories, behaviour and needs, I create useful products that leave a mark.

Trained in Design Thinking and Agile environment, I understand how to drive UX to increase product value and reach the business goals.

### SKILLS

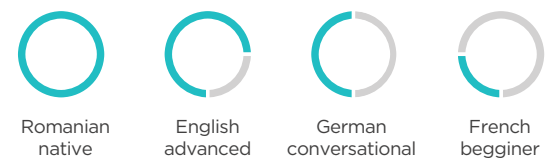
#### My key areas of expertise

- Desing Thinking
- Crafting user experiences
- Consulting and translating customer requirements into defined specifications
- Analysis and research
- Sketches, user flows, wireframes,
- Interactive prototypes
- iOS & Google Material
- Motion graphics & video editing
- Presentations
- Branding
- Typography

#### Computer software

Photoshop	
Sketch	
Principle	
Illustrator	
Axure	
Premiere Pro	
After Effects	
Office Suite	
CSS & HTML	

#### Languages



### PROFESSIONAL EXPERIENCE

**IBM** 02/2016 - present

[UX Consultant](#), [Product Owner](#), [Design Thinking Influencer](#)

Currently I'm working for IBM, part of an ambitious design team, developing mobile apps used by over one million people. I have various roles in the team that can change with every phase of the product development. From the very beginning to the launching, some of my responsibilities are: design thinking workshops, concepts, prototypes, user interfaces, user stories, product testing, user testing, design systems, product presentations, style guides.

Outside the project I bring my contribution in sharing knowledge sessions about UX, design processes and design tools.

**Pentalog** 06/2014 - 01/2016

[Senior UX/UI Designer](#)

Offered client consultancy aimed to enhance user experience and product ergonomny. Closely worked with development teams for various clients from startups to big corporations, designing multi platform user interfaces following the latest guidelines and trends. I developed concepts, personas, user scenarios, wireframes, prototypes and polished user interface. Designed visual solutions and presentations for the marketing and HR internal department.

**Semimaraton Brasov Intersport** 04/2012 - 04/2016

[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](http://www.semimaraton.ro)



## PROFESSIONAL EXPERIENCE

**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, innovation and price point of view, followed by A/B usability tests with several potential 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.

**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.

**liveBooks INC** 10/2006 - 04/2013

[Marketing Campaign and UI Designer](#), [Design Quality Assurance](#), [Production Designer](#)

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.

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

**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, Ergonomy in product 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

## CERTIFICATIONS

Enterprise Design Thinking Co-Creator

Cognitive Practitioner

iOS Design Foundation

Design Thinking - The Complete Guide

Human Computer Interaction

## HOBBIES



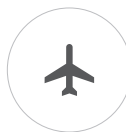
marthons



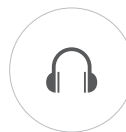
cycling



hikking



traveling



music