

# COSMIN MAXIM

Product Designer & Design Thinking Facilitator

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## 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.

I preach and teach Design Thinking mind set 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.

## SKILLS

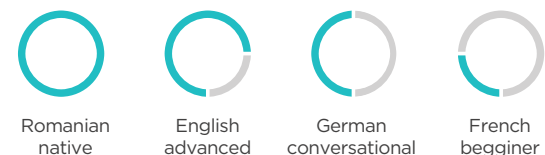
### My key areas of expertise

- Desing Thinking & Design Sprints
- Crafting delightful user experiences
- Consulting and translating customer requirements into defined specifications
- Analysis and research
- Conducting user testing
- Sketches, user flows, wireframes
- Design system & Style guides
- Interactive prototypes
- iOS & Android style guide rules
- Motion graphics & video editing
- Presentations
- Branding, Typography & Iconography

### Computer software

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

### Languages



## PROFESSIONAL EXPERIENCE

**IBM** 02/2016 - present

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

Currently I'm working for IBM, part of an ambitious design team, developing mobile apps to help people to better manage their health in everyday live. 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.

Besides the project work, I bring my contribution in mentoring others and give presentations 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 in strong Agile environment with development teams for various clients from startups to big corporations. I developed concepts, personas, user scenarios, 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.

PROFESSIONAL  
EXPERIENCE

**ROUTE 66®** 04/2013 - 05/2014

[Lead 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), I designed the interface for the main mobile app and secondary weather, traffic control and location responsive web pages. I conduct A/B usability tests with several potential users, analyze data, drew sketches and build animated prototypes.

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

Bachelor's project in 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 Coach - accreditation in progress

Enterprise Design Thinking Team Essentials for AI

Interaction Design Fundation - UX Management: Strategy and Tactics

Enterprise Design Thinking Co-Creator

Cognitive Practitioner

iOS Design Fundation

Interaction Design Fundation - Design Thinking - The Complete Guide

Interaction Design Fundation - Conduction Usability Testing

Human Computer Interaction - Interaction Design for Usability

IBM Blockchain Essentials

IBM Agile Explorer

PRESENTATIONS  
& WORKSHOPS

**Applying Design Thinking on a social challenge** 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** mar 2019, sept 2018  
@iKonnnect Conference

**UX Designer role in Agile Teams** mar 2019, sept 2018  
@iKonnnect 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 2017, ian 2017  
@ Agile Hub, Brasov

HOBBIES



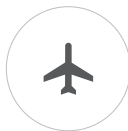
marthons



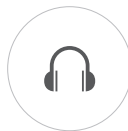
cycling



hikking



traveling



music



books