

ADINA DIANA GRECU

Designer

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Adina Grecu (LinkedIn)

education

2020 – 2021

MSc User Experience Engineering

Computing Department,
Goldsmiths, University of London

2017 – 2020

BA(Hons) Design

Design Department,
Goldsmiths, University of London

2013 – 2017

Romanian Bacalaureate Diploma

Mathematics and Computer Science
National College Gheorghe Vranceanu
Bacau, Romania

experience

UX Design and Research April 2021 – present

Bold Content Video, London

- Conduct primary user research
- Create digital solutions for user engagement
- Design prototypes for web interface
- Create guidelines and recommendations for better user journeys
- Increase acquisition and retention of users

Digital Marketing/Design Aug 2020 – Jan 2021

ResetMSM, London

- Designed for social media content
- Contributed to social media marketing strategy
- Edited video material for media
- Worked across various teams within the start-up environment
- Helped improve quality of written content

Assistant July – Aug 2019

Creative Computing Summer School
Goldsmiths, London

- Designed for web and print (Graphics and Content)
- Managed creative resources
- Filmed and edited video material for marketing purposes
- Designed itineraries and managed finances for tourist attractions

certificates

Cambridge English Level 2 Certificate

in ESOL International (Advanced)
with Grade B in Level C1

Certificate of Achievement

Digital Skills: User Experience
by Accenture

voluntary and personal work

Member – Interact Club Bacau, Oct. 2014 – Oct. 2016

Chairperson – Human Rights Committee, BacauMUN, 2016

Creative Assistant – “MOD” Graduate Show, June 2018

“When I Walk Around My Home” – ongoing project focused on uniting artificial intelligence, film and creative writing

skills

- Problem Solving
- User Centred Design
- Film Editing/Video Editing
- Storytelling and Visual/Written Communication
- Prototyping and Wireframing (knowledge of AGILE framework)
- User-centric Research Methods (Mixed Methods)
- Data Collection and Interpretation
- Team Management and Organisational Skills

Technical skills

- Adobe Creative Suite
- Prototyping tools - Figma, Axure
- Functional knowledge of HTML, JavaScript, CSS and WordPress
- CMS tools (Wix, Squarespace)
- Data Visualisation tools (Floursih, DataWrapper)
- Microsoft Office

language skills

Romanian – Full Working Proficiency

English – Full Working Proficiency

French – Basic Proficiency

interests

Danish Cinematography

An eclectic mix of music (and odd time signatures)

Gothic Romance literature & film

Baking/Cooking