

# NINA A POPOVICI

London/ United Kingdom · +44 7949 283 726

[ninandreeapopovici@gmail.com](mailto:ninandreeapopovici@gmail.com) · [LinkedIn Profile](#) · [Behance](#) ·

[Website](#) · [Case Study Example](#)

## Multimedia Design & Communication Graduate at KEA University

UX/UI | Graphic Design | Market Research | Multimedia | Communication | Frontend development

Resourceful, energetic, and professional UX&UI designer, looking for opportunities to synergize and collaborate to bring exuberance and innovative solutions to our digital platforms. I design & research efficient & usable interfaces that cater to the specific needs of each user category. Creative professional with extensive project experience from concept & design to development & completion. Member of the Interaction Design Foundation community, active participant & mentor to various hackathons. My skills include UX & UI Design, Frontend Dev, Illustration, Graphic Design, Website Design, NFT's, Printing, Agile Methodologies, SCRUM, ECommerce, Wordpress, User Research, Coding, User Testing, Product Testing, Hackathons, Painting, Street art, Workshops, Teaching, Arts & Crafts, and many more.

## EXPERIENCE

**AUGUST 2021 – JULY 2022**

### **LEAD CODE SENSEI, CODE NINJA'S**

London, England, United Kingdom

- Working with young students on creating games using the GDP platform
- GDP (Game Development Platform) is a coding environment used by Code Ninjas
- Working with Scratch & Scratch Jr. for junior group sessions
- Instructing students and guiding them with patience and inspiration
- Instructing new sensei's on the way of Code Ninja's
- Coding using Javascript, Roadblocks, etc.
- Robotics, LEGO, Microsoft Make Code, Minecraft

**Skills:** Programming · Coding · GDP · Scratch · Graphic Design · Graphics · Teaching

**AUGUST 2020 – APRIL 2021**

**WEB DESIGNER, BURGANDI**

Pleased to say I have worked with a start-up company that is looking for branding and a strong online presence involving an ECommerce website and business marketing.

- Research & establish the main character of the brand
- Create a business model canvas for a clear understanding of direction and purpose
- Establish a professional online presence for the brand and maintain open SoMe channels
- UX & UI design & User research
- Graphics, wireframes, dynamic prototyping for an Ecommerce responsive website
- SoMe advertising campaign
- Target groups, Personas, User Flows & Customer Journeys
- User Testing, BERT, Card Sorting, Tree Test
- Frontend & Backend Development of the Ecommerce website using the Flatsome Theme
- Wordpress and WooCommerce features & plugins development
- Imagery, photography, and graphic assets
- Applying the principles of persuasion, engagement, and psychology
- Payment functionality creation like Stripe, PayPal Standard.
- Usability testing of the website, think aloud test using real time users from all categories.
- Comparing the data & surveys enabled us to reach a final version of the website by applying the user feedback gathered from the research and testing.
- Checked the hyperlinks as to make sure the links portals are pointing onto right information as to make sure there is no accidental or intentional access to sensitive data.
- Explored and tested security as XSS, SQL injection and to make sure no sensitive data could be accessed by modifying the URLs.

**JUNE 2020 – SEPTEMBER 2020**

**USER EXPERIENCE DESIGNER, TH.0**

Working full time apprenticeship with a team of designers - to create and research Re-Branding & design material for TH.0 and a series of virtual hackathons.

- Branding, research and creation of digital assets for Climathon, Blockchain, LGBT, FinTech, University, MarineTech and other virtual Hackathon Events.
- Wireframes, prototypes and user testing, for design to be passed and explained to the development team.
- Present the stages of the design development to business users in weekly workspace meetings.
  - Worked closely within a multidisciplinary team, including web developers and programmers.
  - Ensure websites comply with UK law and equal opportunities policies.
  - Dynamic prototypes using Adobe XD, Miro Boards, Figma, Canva, Mural, Adobe Creative Cloud, Wordpress, Elementor.
  - Develop and expand design concepts with the whole team and build a new digital identity for the brand.
  - UX & UI using design thinking for a new and elaborate website
  - Participation in weekend hackathon events organised by TH.0 - 48 hours of hacking, together with a team to create an innovative product that stands out from the crowd.

**JULY 2017 – FEBRUARY 2019**

**DIGITAL PRINT OPERATOR, ORIGINAL COPY CENTRE**

Began as a Trainee Operator and was quickly moved up to become a Digital Print Operator within the first 3 months.

- Provided excellent customer service, anticipating the customer's needs, suggesting alternatives and problem solving.
- Manual printing & testing: checked layout, aesthetics, functionality of menus, drop down list, pick list, radio buttons, scrolls, action of buttons etc.
- Created designs for clients, received feedback for alterations and implemented the design changes
- Dealing with customers face to face and via telephone, manage follow up on calls and emails. Taking payments and proceeding to setting up printing specifications.

- Quality control of prints/ media, packaging & dispatching orders
- Book binding, guillotine cutting, trimming, poster prints, lamination, T-shirts printing with heat transfer, organizing the workspace
- Active & continuous teamwork that translates into a harmonious collaboration between all colleagues.
- Graphic design services for various clients

SEP 2014 – JUL 2017

**GRAPHIC DESIGNER, INLINE SKATEUNDERVISNING (LOW ACADEMY)**

Copenhagen

- Creating graphic designs for clothing used by members
- Logos and posters for extreme sport events
- Organizing graffiti and art workshops for children & teaching
- Extreme sports - oriented clothing design illustrations
- Colorist for the serigraphy printing of the clothes and designs
- Original & authentic designs

SEP 2016 – JUL 2017

**HOUSEKEEPING, NATUREN APPS — COPENHAGEN , DENMARK**

- Part time job
- Professional cleaning for medical, offices & private companies.
- Cleaning & Housekeeping Training for other employees

JUNE 2015 – NOVEMBER 2015

**CLEANING JOB, ADMIRAL HOTEL — COPENHAGEN , DENMARK**

- Full time job
- Professional cleaning for hotel rooms.
- Cleaning & Housekeeping, Checkouts & Stays

JUNE 2011 – JUNE 2013

**ART TEACHER & MURAL PAINTER - F.E.G.**

- *Interior decoration* with mural art in the classrooms of the schools to create a proper magical atmosphere that is fit for every type of activity for the children & older students at F.E.G. Private School & Kindergarten.
- Kindergarten, Primary & Secondary school *painting classes* for children.

- *Teaching visual art* to private and advanced classes that belong to the same institution. (Postgraduate)
- Tasks/Subjects - Mural Painting, basics of drawing and anatomy, perspective, color theory and psychology, art history, make up & aesthetics, art workshops, body painting. Contact: Website: [www.feg.ro](http://www.feg.ro)

## EDUCATION

**FEBRUARY 2019 – FEBRUARY 2021**

**DIPLOMA OF MULTIMEDIA DESIGN AND COMMUNICATION, COPENHAGEN**  
SCHOOL OF DESIGN & TECHNOLOGY (KEA) – COPENHAGEN

### Knowledge

- Knowledge of practice and key applied theory and method relevant to the analysis, ideation, design, planning, realisation, and management of multimedia tasks as well as the implementation, administration and maintenance of multimedia productions
- An understanding of interdisciplinary multimedia issues in relation to both individual and team-based project work

### Skills

- Apply key methods and tools relevant to the analysis, ideation, design and planning as well as the realisation and management of multimedia tasks
- Evaluate practice-oriented issues in the multimedia field and propose and select possible solutions
- Communicate practice-oriented issues and possible solutions in the multimedia field to partners and users

### Competencies

- Independently undertake the analysis, ideation, design and planning as well as the realisation and management of multimedia tasks and to participate in the implementation, administration and maintenance of multimedia productions
- Handle development-oriented situations and be innovative in the tailoring of multimedia solutions to commercial conditions
- Acquire new knowledge, skills and competencies in the multimedia field
- Engage in management and cooperation with others regardless of educational, linguistic and cultural background
- Participate in and manage cooperation and communication in networks based on a professional approach

### 1st semester

Basic web: UI, Responsive web design, content creation, HTML, CSS

Basic animation: Concept development, CSS animation, JavaScript, and Sprites

Project management: SCRUM methods

Basic content: Redesign of websites, video and sound, basic git

Basic UX: Design Sprint, native app, and web prototypes

Wireframes, Sketching, Pitching

## **2nd semester**

Complete UX & UI Prototypes, surveys, testing, research

Dynamic web: JSON, advanced JavaScript, advanced CSS, test methods, git

User-centred Design: Target group analysis, branding, storytelling, SEO,

SoMe, infographics

CMS: WP REST API, website analysis, test methods, time estimates

## **3rd semester (elective: Frontend Design)**

Coding visual design: Advanced JS, CSS variables, arrays and objects, string and array methods, programming, and algorithm design.

Advanced animation: Sprite Animations, Dynamic SVG, SVG animations, 3D

CSS, JQuery, SASS, JS animations, NPM, SCSS, JS modules

Forms and React: REST based databases/methods, semantic forms, Parcel, and frameworks

## **4th semester (Apprenticeship TH.0)**

- Working as a UX Designer with a team, remotely.
- Researching, collaborating and discussing design solutions
- Applying all the acquired knowledge from KEA into a real life agency
- Mostly creating and testing prototypes using Adobe XD, Figma, MIRO Boards
- Expert testing, AB testing, User testing, Usability testing
- Creating iterations and testing them
- Creating website and prototype graphics in various themes

## **Final Project**

- develop a complete online presence for a start-up company.
- collaborate to develop products and artwork to use for online media
- illustrate & digitize artwork to create a unified & aesthetically pleasing UI design
- artwork and media for SOME promotion on all channels
- Creating and testing the prototype using Adobe XD
- Developing the website and testing it along the way

- Installing and testing payment functionality for the website
- Brainstorming on products, layouts and marketing strategy

**SEPTEMBER 2008 - JULY 2011**

**BACHELOR'S DEGREE IN GRAPHIC DESIGN, UNIVERSITY OF VISUAL ARTS "GEORGE ENESCU"**

**GRAPHIC DESIGN & ARTS 2011 – 2012**

- The history of art
- Artistic anatomy
- Specialization practice
- The fundamentals of drawing for graphics
- Study of colour and form for graphics
- The study of composition for graphics
- Computer image processing
- The art of writing
- Chromatology
- Graphic techniques, photo video, lithography, engravings
- Visual arts aesthetics
- Photograph basics
- Perspective, descriptive geometry

EXHIBITIONS:

- UAP Group (Uniunea Artistilor Plastici)
- "Erotica" - National Group Exhibition - 2012 Project leader: Prof. Dragos Patrascu
- "Atelierul de desen" - National Group Exhibition - 2011 Project leader: Prof. Dragos Patrascu
- "Rave Art Brave Heart" - Personal Traditional Art Exhibition - June 2008

My first three years of education at "George Enescu University Of Visual Arts" were dedicated mainly to learning and practicing digital and traditional graphic techniques, from drawing to inking, painting, etching, airbrushing, studying different kinds of surfaces and colours, colour theory, psychology, pedagogy, art history, contemporary arts, aesthetics, the different interpretations of concepts, digital graphics, logo design, packaging, layout, photo manipulation, vectors, font design, typography, magazine booklets layouts, book/poster/cover design, typography, etc.

JUNE 2015 - AUGUST 2016

**CERTIFICATE MODULE 3**, Danish Language School IA SPROG  
Copenhagen (Denmark)

## **PROFICIENCY**

- Editing Tools like Microsoft Office: Word, PowerPoint, Acrobat PDF Editor
- Software like OS Windows, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Corel Draw, Adobe XD, Adobe Creative Cloud, Miro Boards, Mural, Canva, Figma, Trello Boards, Spreadsheets, Presentation Slides, Google Drive, One Drive, IOS, Android, etc.
- Modern Technologies like HTML, CSS, SASS, Parcel, Git, GitHub, JQuery, Bootstrap, Bulma, Forms.
- Frontend development knowledge like Libraries, Frameworks, Coding, Sketching, User Research, Surveys, User Interviews, User Testing, User Research, Agile Methodologies, SCRUM, Design Sprint, Design Thinking.
- Skills like UX & UI Design, Illustration, Graphic Design, Printing, ECommerce, Wordpress, Testing, Hackathons, Painting, Street art, Workshops, Teaching, Arts & Crafts, Project Management, Pitching, Presentations, etc.