

Anca Florescu

LinkedIn : <https://www.linkedin.com/in/anca-florescu-0b253b27/>

Portfolio: ancaflorescu.com

CAREER PROFILE

- User Experience Researcher with creative graphic and UX design skills
- Expert in customer interaction and communication
- Experienced in executing and managing parts of creative projects: research, planning, discovery, wireframes.
- Leading user research efforts: interviews, group discussions, usability testing surveys, competitive analysis and also synthesizing and analyzing the data
- Skilled design thinking coach

SKILLS SUMMARY

- User Research
- Interaction Design
- Prototype Development
- JavaScript
- HTML/CSS
- Adobe Creative Suite
- Design Thinking
- Customer Interaction
- Storyboarding

RELEVANT EXPERIENCE

UX Research and Design

- Conduct contextual inquiries, observational interviews and competitive analyses to help define scope and strategy of user-centered design projects
- Develop experiential mapping, personas and storyboards
- Create user flow diagrams
- Develop interaction design wireframes and prototypes to conduct usability testing
- Facilitate client-site interaction, organizing design thinking workshops

Digital Graphic and Visual Identity Design

- Execute digital image retouching through Photoshop
- Create icons and vector illustrations for online content using Illustrator
- Conceptualize and design print layouts for corporate posters and flyers

Customer Communication and Support

- Directed customer groups, with overall responsibility of conducting research and design thinking sessions

WORK HISTORY

UX Design Researcher

July 2015 to Present

SAP AG, Walldorf, Germany

- Engage and leading user research/discovery efforts, and generate competitive analyses, storyboards, personas, mind maps and customer journey maps

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- Create low fidelity mockups and prototypes
- Conduct user testing throughout iterative process
- Coaching and leading design thinking workshops with customers and colleagues
- Leading customer engagement initiatives, organizing customer collaboration, research and validation

Support Consultant in Active Global Support

November 2012 – July 2015

SAP AG, St. Leon Rot, Germany

- Delivery of Onsite & Remote Services for customers
- Support (Escalations & Task forces, Mission Control Center Back office) including Optimization, Assessment, Technical Integration/ Validation, Empowering trainings and workshops and Engineering Services
- Conducting customer workshops
- Perform root cause analysis, provide solutions, and deliver services for Bank Analyzer solution

SAP Business Center Community Consultant

November 2010 – November 2012

SAP AG, St. Leon Rot, Germany

- Provided design concepts, maintenance and support for the Business Center website (including forums, wikis, news, events, media center)
- Created and maintained wiki content using Confluence, provided Wiki and Forum technical trainings for colleagues and students
- Participated in design thinking sessions
- Monitored and coordinated Online Development & Publishing Tool, used for creating and maintaining html pages (using the Content Management Systems and the Web Page Composer Tool)
- Engaged in initial research activities and user testing activities

Internship

October 2009 – September 2010

SAP AG, Walldorf, Germany

- Implementing, Developing and doing Quality assurance of the offline demos in the Showroom & Trial Solutions Department
- Working with Adobe Flex Builder using ActionScript and XML
- Using Paint Shop Pro for graphics design (icons and image rework)
- Working as a member of the research team for building offline demos in HTML5

EDUCATION and CERTIFICATIONS

Fundamentals of Graphic Design / Coursera – California Institute of the Arts

Certification in Graphic Design Fundamentals – Creative Design Methods

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Shaping Up With AngularJS, Code School

Certification in AngularJS basics, speed up an application's responsiveness

West University, Faculty of Economy and Business Administration, Timisoara, Romania

Bachelor of Economic Informatics

Main skills gained:

- E-business
- Informational Systems Analysis, Informational Systems Designing
- Projection based on Objects
- Web development

Theoretical Highschool "Traian Doda" Caransebes, Romania

Graduation with main knowledge in Business and Informatics

LANGUAGES

Romanian (native), English, German