

# simo paraschi.

product designer currently working in the developer experience space. I enjoy designing technical products that help developers get things done.

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password: RubberDuck!

## .work experience

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### Pleo

B2B ▪ FinTech

Ecosystem & dev experience

June 2025 - present

Remote Copenhagen

#### - Product Designer

Creating the foundations so an ecosystem of 3rd-party developers can build on top of Pleo through APIs.

### Sonar

B2B ▪ Code Quality & security

Developer experience

Jan 2023 - June 2025

Remote Copenhagen

#### - Product Designer

Part of delivering the new SonarQube Cloud Enterprise offering & identity and access management features, helping secure enterprise acquisitions and new business. [Read more.](#)

Optimized the pull request workflow, improving visibility into technical debt and reducing issue assessment time for developers. [Read more.](#)

### Natural Cycles

B2C ▪ HealthTech

Digital birth control app

Nov 2021 - Nov 2022

Remote Stockholm

#### - Product Designer, growth

Increased the share of new paying users by 13% through a series of a/b tests. [Read more.](#)

### Freelance

SaaS EdTech ▪ IoT Design

Sept 2020 - Nov 2021

Amsterdam

#### - Product Designer

Designed an educational platform to help refugees get access to higher education. Winning concept of [deploy\(impact\)](#).

Designed and coded CineCube, an IoT set of cubes that explores the topic of connectedness in the urban space. [Read more.](#)

### Hootsuite & UiPath

B2B ▪ Enterprise

2015 - 2019

Bucharest

#### - Enterprise Support

Improved the Customer Experience of Enterprise and SMB customers by communicating continuously feedback to Product.

## .skills

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### End-to-end design

Led end-to-end design processes, from very early-stage discovery through implementation.

### Systems thinking

Broke up the complexity of systems by mapping objects and their relationships & worked with and contributed to design systems.

### User research and data

Conducted evaluative qualitative research and leveraged data to ship UX optimizations in an iterative manner.

### Web development

Created a [Ruby on Rails fact-checking app](#) and extension using the OpenAI API.

## .education

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### Web development

February 2025

[Le wagon](#), online

### MSc Digital Design

2020 - 2021 ▪ Cum Laude

Amsterdam University of Applied Sciences

### MSc Business Mngmt

2011 - 2016

IESEG Business School, Lille