Cosmina Dumitrascu

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About

UI/UX Designer with 5 years of experience specialising in the Finance and EV sectors designing accessible, high-performing digital products. My approach is based on research and evidence, with experience spanning the full design process from early discovery through to delivery.

Key strengths

UI/UX Design & strategy: User-Centred Design, Information Architecture, Interaction Design, prototyping & wireframing, responsive & mobile-first web design, visual & brand design.

Research & evaluation: UX research (moderated & unmoderated testing, card sorting, tree testing), competitor analysis, data-backed decision making, CRO.

Accessibility & systems: WCAG Accessibility Standards (older audience/Inclusive focus), design systems & component libraries, design token alignment.

Experience

Royal London - UX Designer, Digital Content Design (Secondment) *February 2026 - Present*

- Resolved conflicting A/B results on the Stocks & Shares ISA page through unmoderated testing, showing the issue was the wider journey; shifted stakeholders from a single-page fix to end-to-end journey improvements.
- Led design reviews and presented page designs to senior stakeholders across departments, using research evidence and accessibility best practice to resolve conflicting feedback.
- Synthesised existing research and ran targeted testing to shape the navigation and page structure of a centralised, cross-audience "About us" section.
- Evaluated 13 underperforming web pages to identify friction points, redesigning flows with core usability principles.
- Handed designs over to Digital Estates and worked with them through the build, conducting reviews prior to launch.
- Designed a reusable long-form page template for educational content, turning dense financial guidance into scannable pages with clear hierarchy, structured breaks and embedded video.

Royal London - Designer, Adviser Marketing *July 2025 - Present*

- Led the Responsible Lending to Royal London Equity Release redesign for B2C and B2B audiences, working with development, marketing and content teams.
- Worked alongside the product management team to research, design and launch equity release and eligibility calculators for Royal London and partner brands (Telegraph, Compare the Market, Mail Finance), applying WCAG standards tailored to older audiences.
- Identified low-converting lead generation landing pages and made the case for research-led redesigns over quick builds; introduced a testing-first approach to landing page builds.
- Led visual design for adviser-facing and D2C campaigns, producing documents, infographics and campaign assets with Brand, Sponsorship and external agency teams.

Responsible Life - Designer *September 2023 - July 2025*

- Owned end-to-end website design projects, from research and design system creation through to Webflow build and launch, working closely with the dev team.
- Introduced Figma as a build review tool in place of Mark-up, which didn't reflect live changes in the dev environment and meant cross-checking against staging; this saved time for both designers and developers.
- Conducted strategic UX research into the D2C journey for customers aged 55+, mapping journeys across five acquisition channels and creating four personas; recommended a digital Customer Hub to improve engagement, trust and conversion.
- Built and maintained design libraries to keep visuals consistent across products and improve team efficiency.
- Conducted moderated user research to inform UI/UX decisions for the Broker Portal.

Emotion - Freelance UI/UX Designer *January 2024 - April 2025*

- Led UI/UX strategy for Emotion's Spanish-language digital products, working remotely with the Barcelona team to merge three fragmented legacy sites (EV Cars, Chargers, Installations) into one experience with a unified main navigation.
- Conducted card sorting workshops with SMEs to define content hierarchy, followed by tree testing to validate category structures and intuitive user mental models prior to build.
- Redesigned and launched the emotion.green website, improving the user journey and navigation; sales rose 400% in the first 2 months.
- Designed specialised lead generating landing pages for the Volvo partnership and implemented CRO strategies that boosted conversion rates by 21%.

Responsible Life - Junior Designer *June 2022 - September 2023*

- Designed cross-platform digital assets, ensuring brand consistency across marketing materials.
- Designed print collateral for 7 partner brands.
- Took part in user research sessions and applied findings to marketing assets across platforms.

Coco Design - Freelance Designer *May 2021 - June 2022*

- Designed branding, print and web projects for small business clients, including restaurants in Romania and Spain.

Software

Design & research: Figma, Adobe Creative Suite, MUI, UserTesting.com, GA4, Hotjar, Clarity.

Development: Webflow, WordPress (Elementor), Wix, CMS integration.

Productivity and AI: Asana, Azure DevOps, Miro, FigJam, Claude, Gemini, Copilot.

Education

BA Hons, Criminology and Psychology 2:1 *(2018 - 2021)*
Coventry University, UK

- **Cognitive Psychology:** memory, attention and perception, applied to how people process information.
- **Research Methods & Statistics:** study design, data analysis and interpreting results.