Luca Andrei
Digital Designer

Digital designer specialising in high-performance interactive experiences at global scale. Passionate about forward-thinking solutions, with strong roots in the cyberpunk and retro-futuristic visual styles. In my spare time, you'll likely find me reading Sci-Fi novels or micro-managing my Stellaris empire.

Experience

Product Designer ↗
Once.net, Mar 2025 - Present (Full-time)

› Designed and developed the Eurovision 2025 voting website animations reaching 50M+ unique users.
› Led end-to-end user research (600+ survey participants, 6 stakeholder interviews) and distilled quantitative/ qualitative insights to inform product strategy.
› Pitched Eurovision streaming platform concept to executives, securing strategic approval; shaped feature prioritization to unlock 5-7x revenue opportunities vs current model.
› Designed 6 high-fidelity prototype screens & menus for strategic business proposal, demonstrating platform vision.

`Figma` `Linear` `Claude MCP` `Competitor Analysis` `Product Strategy` `Design Systems`

Experience Designer ↗
Bucharest Keep it Movin', Jan 2023 - Jan 2025 (Freelance)

› Designed and developed generative visuals and promotional assets for underground electronic music events (700+ attendees), increasing social media mentions by 50% and establishing recognizable brand identity.
› Delivered solutions under hard constraints (projection hardware limitations, live performance demands), maintaining zero technical failures across all events.
› Led stakeholder workshops to align creative direction, delivering 10 visual packs from concept to execution within 1-month cycles.

`TouchDesigner` `P5.js` `Stable Diffusion` `Experience Mapping` `Preference Testing` `Brand Strategy`

Projects

Test Quest - a LLM-based D&D content generator ↗
University of Twente, Graduation Project

› Elicited system requirements through mixed-methods research: 250-participant survey and literature review of 13 academic sources.
› Employed Agile methodology to iterate system features; conducted usability testing with 15 end-users, capturing task performance metrics and thematic feedback through structured observation.
› Delivered a system that increased player confidence by 21% and reduced starting costs by 19x; earned 9/10 grade and nomination for best graduation project of the year.

`Python` `OpenAI API` `Rapid Prototyping` `Thematic Analysis` `Usability Testing`

Education

BSc Creative Technology
University of Twente

Languages

Romanian - Native
English - Fluent
French - Intermediate