

GABRIELA POPESCU

DESIGN

Figma · Framer
UX Research & Strategy
Wireframing & Prototyping
Design Systems & Libraries
WCAG 2.1 AA / AAA
Accessibility Audits
User Journey Mapping
Microinteractions

FRONTEND

HTML5 · CSS3 / SCSS
CSS Grid · Flexbox
Webflow
jQuery · Bootstrap
Gulp · Git
JavaScript - basic

AI & TOOLS

AI for Designers - IxDF ✓
AI-integrated Figma workflows
Prompt-driven prototyping
Jira · Agile · Dev Handoff

LANGUAGES

Romanian · Native or Bilingual Proficiency
English · Full Professional Proficiency
Italian · Full Professional Proficiency

EDUCATION

- AI for Designers**
IxDF, Accredited
2026
- Design for a Better World with Don Norman**
IxDF, Accredited
2026
- Gestalt Psychology and Web Design**
IxDF, Accredited
2026
- Interaction Design for Usability**
IxDF, Accredited
2026
- UX/UI Master**
Memorisely.com
2024
- Google UX Design Cert**
Google / Coursera
2022
- Visual Arts Diploma**
Liceul de Arte "Dinu Lipatti"

Product Designer · UI/UX · Frontend-Literate

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CONTACT

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Open to: Remote Europe



PROFILE

UI/UX Designer & Frontend Developer with 7+ years delivering end-to-end digital products - from research and Figma prototypes to production code. IxDF-accredited in AI for Designers, actively integrating AI tools into design workflows to move faster and prototype smarter. Available for remote roles across Europe.

WORKING EXPERIENCE

Senior UI/UX Designer2019 – Present

Fiverr — Freelance · Europe · USA · Canada · New Zealand

- Delivered **92 successfully** completed projects with a **consistent 5-star rating**, working across varied areas - SaaS dashboards, construction, education, healthcare, and gaming products.
- Built **end-to-end design systems and component libraries** from scratch for multiple clients, **cutting development time** and unifying visual language across their products.
- Managed 5–8 concurrent projects solo with **100% on-time delivery**, owning the full pipeline from discovery and **UX research** through **wireframes, high-fidelity prototypes, WCAG audits, and developer handoff**.
- Designed and built responsive client sites end-to-end in **Webflow** (including my own portfolio), owning layout, CMS structure, interactions, and accessibility without a separate developer.

UI/UX Designer2022 – 2024

Startup Insider

- Redesigned a **full platform end-to-end** — 100+ screens across **mobile, tablet, and desktop** - as the sole designer within a full engineering team, without disrupting the live user base over the 2-year rollout.
- Restructured the information architecture and visual hierarchy of a high-density editorial platform, turning an overwhelming volume of content into a **navigable, scannable experience**, as measured by an increase in **user traffic**.
- Secured stakeholder sign-off across 30+ screens in **under 2 review cycles** by anchoring every product-driven proposal in competitor analysis and annotated rationale.

Frontend Developer2017 – 2018

OSF Global Services · L'Oréal Group - loreal.com · .it · .uk · and more

- Maintained and **developed responsive, mobile-first layouts** across multiple L'Oréal country websites on **Salesforce Commerce Cloud**, ensuring brand consistency across international markets.
- Built a **Salesforce-certified browser cartridge** that allowed non-technical editors update content directly in-browser, removing the Business Manager dependency that had bottlenecked publishing.
- Refactored the certified cartridge from jQuery to Vue.js components, improving long-term maintainability and aligning the codebase with the team's evolving frontend architecture.

FREELANCE TRACK RECORD

92 completed orders · **5★** Fiverr rating · **3** continents · multiple industries

Verified client reviews available at fiverr.com/gabrielapopescu25