

# Alexandru Ticalo

## Product Designer

Video intro



As a product designer with over 3 years of experience along with a background in Architecture, I solve user problems and craft intuitive, accessible, and data informed digital experiences. I embrace simplicity in design, turning complex challenges into seamless solutions from concept to launch.

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## Experience

### Looking for my next product design role

#### Personal Growth & Development (Mar 2024 - Present)

- Gained expertise in AI-powered and accessible design. Skilled in WCAG compliance, prototyping, code optimisation, ARIA, VR/AR accessibility, and inclusive design on desktop and mobile.
- Strengthened front-end development skills to enhance collaboration with engineering. Developing skills in HTML, CSS, JavaScript, Git and Lovable.
- Explored the integration of AI tools in design processes at IxDF: prompt engineering and research.
- Engaging with In Product and AI camp communities, seeing how best practice is applied across industries. Expanding my understanding of emerging tech trends.

### Buyapowa

#### Product Designer (Feb 2023 - Feb 2024)

Referral marketing platform, web and mobile experiences, B2B2C, SaaS.

- Identified and resolved pain points in campaign creation and publication to improve user experience, including simplifying copy and content. This achieved a 35% reduction in usability support tickets, saving £1.3k a month in labour costs.
- Crafted a reward payout dashboard, providing users with in-depth analytics on campaign performance over time. Visibility of this performance enabled customers to better manage their campaigns, increasing 30 day retention and ARR by £60k.
- Rebuilt the reward fulfilment experience, surfacing tracking of reward redemption to customers. Self-serving this allowed independent investigations of user queries, decreasing support tickets by 20%.
- Led the evolution of an in-house design system to implement UI & UX best practices, consistent branding, responsive layouts and WCAG 2.0 AA compliance with shared components.
- Utilised storytelling to build buy-in with stakeholders navigating trade offs between feature enhancements and feasibility, collaborating to understand key priorities and maintain alignment.
- Enhanced campaign functionality to support multiple use cases through API integrations, expanding the reward offering for customers. This enabled over 2,500 reward types for new campaign creation.
- Refined user-centered research processes, including introducing Maze usability testing for faster insight. Utilised rapid prototyping in Figma to validate designs, and get feedback on engineering feasibility.
- Facilitated design thinking workshops, user journey mapping and concept sketching. Collaborated cross-functionally using agile methodologies, balancing pragmatism and flexibility.

### Bliss Airways

#### Product Designer (Dec 2021 - Jan 2023)

Freelance at an Airline booking provider, web experiences, B2C.

- Conducted competitive benchmarking, surveys and user interviews to understand needs and pain points in flight booking experiences. Iterations included the elimination of third-party intermediaries and reduced steps to book. This ensured clarity and accessibility, increasing conversion of task completion by 30%.
- Carried out UX research, identifying the importance of brand & identify recognition on customer trust. Analysed quantitative data to support data-driven design, and recommended ordering of flight search results which reduce time on task by 17% and improved user satisfaction.

## Hexagon

### Product Designer (Jun 2021 - Nov 2021)

Freelance at a Digital reality platform, web experiences, B2B.

- Conducted an Information Architecture audit and analysed web usage (using Hotjar) to understand engagement and identify opportunities. Updated user flows with responsive designs that ensured fast load times across screen sizes and device types, which led to a 15% reduction in bounce rates.
- Collaborated with the building industry division to surface data at key moments in the web user journey, tailoring the experience to their target audience. This personalisation and clarified value proposition improved lead generation 3x.

## John McAslan + Partners

### Architect (Jun 2019 - May 2021)

Award-winning architectural practice, cultural & civic projects.

- Led cross-functional teams on complex international projects in Saudi Arabia, facilitating smooth collaboration between stakeholders and external consultants. Managed the end to end design process, to ensure efficient project execution.
- Responsible for line management of 3 architectural assistants, at varying levels. Supported their development through regular feedback, coaching and mentoring in preparation for their qualifications.

## Lawray Architects

### Architectural Assistant (Jun 2016 - Sept 2018)

Sustainable architecture practice, heritage & education projects.

- Worked closely with private clients, consultants and suppliers, ensuring clear communication and seamless integration of architectural documentation
- Effectively managed multiple tasks and deadlines, ensuring the timely delivery of high-quality work that adhered to practice standards and requirements

## Education

### UX Design Institute

Professional Diploma in UX (Jun 2020 - July 2021)

### Architectural Association

Professional Practice (Sep 2019 - Sep 2020)

### Cardiff University

BSc & MSc Architecture (Sep 2013 - Jun 2019)

## Skills

### Soft

Growth mindset, resilient, proactive, self-starter, attention to detail, empathetic and curious

### Technical

Figma, Lovable, Webflow, Framer, Miro, Sketch, Adobe Creative Suite, Trello, Notion

Don't forget to  
check out my [Portfolio!](#)

