# Alex Obreja

*UI/UX Designer & Front-End Developer*

Verona, Italy
**+393899536297**
**alex@da.md**
**Portfolio** | **LinkedIn** | **Dribbble**

## EXPERIENCE

### European Commission, Brussels — *UI/UX & Front-End Engineer*

August 2023 - Current

· Collaborated in the implementation and maintenance of the design system, as well as creating wireframes and prototypes, translating design concepts into interactive prototypes

· Conducted usability testing for accessibility purposes to ensure facilitated navigation for impaired users

· Optimized UI components for design system integration, as well as optimizing Figma files for performance

· Led the versioning process for design assets, components, and wireframes.

· Collaborated with cross-functional teams, including developers, project managers, and commission departments to ensure alignment with project goals and objectives.

### AH-Trading GmbH, Germany — *UI/UX & Front-End Engineer*

October 2022 - May 2023

· Led the reconstruction of the company service website using Shopware CMS, engaging in both front-end and back-end tasks.

· Elevated system performance by enhancing and modernizing custom frameworks and libraries.

· Implemented strategic optimizations in development workflows, boosting code productivity, resulting in faster project delivery and increased development team efficiency.

· Engaged in seamless collaboration with the design team, ensuring precise translation of website designs into code and achieving an overall improvement in design-to-implementation accuracy.

· Played a key role in the creation of wireframes, mockups, and prototypes, facilitating effective communication of design concepts.

### Wildlabs, New Zealand — *UI/UX & Front-End Engineer*

February 2022 - October 2022

· Collaborated on diverse web projects utilizing the Laravel framework, primarily focusing on client websites and enhancing the company website.

## TECHNICAL SKILLS

Front-End Development (HTML5, CSS3, Javascript, JQuery, VueJS, Typescript, NodeJS, PHP, Twig, Laravel, WordPress, Drupal, TailwindCSS, Bootstrap, Svelte, Webpack), Agile, CI/CD, GIT, Docker, User Interface Development, Wireframing & Mockups, Usability Principles, Responsive Design

## DESIGN SKILLS

Graphic Design Tools (Adobe Photoshop, Adobe Illustrator, Adobe XD, CorelDraw, Sketch, Figma, Zeplin), Typography, Prototyping (Proto.io, InVision), User-Centric Design, Visual Design, Information Architecture, Interaction Design, Color Theory

## AWARDS & ASSESSMENTS

2019 - **Front-End Developer & Javascript Certification**

2018 - **CSS3 & Bootstrap 4**

2017 - **CodeCamp & CodeWay**

2016 - **Google Hash Code**

2016 - **Startup Weekend**

2015 - **English C1**

## LANGUAGES

English, Romanian, Russian

• Enhanced existing custom frameworks and libraries, resulting in an improvement in project performance and functionality for future projects.

• Designed and implemented new, reusable components and scripts, resulting in streamlined development processes and faster project completion

• Worked closely with cross-functional teams, including designers and back-end developers, to ensure seamless integration of front-end and back-end systems

• Demonstrated proficiency in key web development concepts such as responsive design, browser compatibility, and accessibility standards.

• Stayed updated with emerging trends and technologies in web development, informing best practices and project decisions, resulting in a reduction in development time and an increase in project innovation and adaptability.

### LOOP New Media GmbH, Austria — *Front-End Engineer*

December 2020  - January 2022

• Orchestrated multiple web projects using WordPress CMS for renowned clients like Tupperware, RedBull, Porsche, AVIC, SES European, and Salzburg Airport. Achieved an increase in client satisfaction and a growth in project referrals due to successful project deliveries.

• Enhanced the performance and scalability of existing custom frameworks and libraries, laying the foundation for future projects, and achieving an improvement in overall project scalability.

• Innovated by designing and implementing reusable components and scripts, resulting in streamlined development processes and faster project completion without compromising quality.

• Facilitated seamless collaboration with clients and cross-functional teams, fostering efficient front-end and back-end systems integration. This approach contributed to a reduction in post-launch issues and an improved client feedback rating.

• Conducted rigorous quality assurance testing to ensure website functionality and user experience met industry standards

### DesignART, Moldova — *Graphic Designer & UI/UX Developer*

March 2015 - April 2018

• Conceptualized and crafted fully functional products, encompassing user interfaces and product packaging, ensuring that designs were both aesthetically pleasing and functional.

• Produced compelling designs for advertisements, brochures, magazines, and other graphics for specific commercial or promotional needs.

• Executed UI/UX tasks for the company's website using CMS Drupal, ensuring optimal user experience and seamless integration with the website's backend systems.

• Collaborated closely with developers and designers, ensuring the feasibility of designs and adherence to UI/UX best practices.

### GATX / GRE — *GATX Rail Europe* - Live

**Skills:** Adobe CC | Wireframes | PHP | JavaScript | VueJS |  TailwindCSS

### Tupperware Germany — *Tupperware Brands* - Live

**Skills:** User Interface Development | PHP | JavaScript |VueJS | Figma

### Salzburg Airport — *Salzburger Flughafen GmbH* - Live

**Skills:** Interface Design | PHP | JavaScript | Figma | Sketch | User-Centric Design

### RedBull One Extraordinary Year — *Redbull* - Live

**Skills:** Typography, User Interface Development | PHP | JavaScript |VueJS | Figma

## EDUCATION

**Deggendorf Institute of Technology,** Germany — *BBA, Business Management and Administration*

2018 - 2021

**State University of Moldova,** Moldova — *BEng, Applied Physics & Computer Engineering*

2016 - 2018