Alex Cracan

Web UI/UX & Motion Designer

Website & Portfolio
alexcracan.com

LinkedIn
linkedin.com/in/alexcracan

Email & Phone
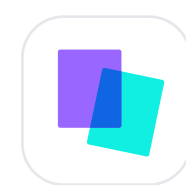alex@alexcracan.com
+40 770 910 513

Location
Bucharest, Romania

About Me

As a Web UI/UX & Motion Designer, I specialize in crafting user-centric interfaces enriched with smooth animations and interactions. With over three years of experience, my expertise lies in designing for B2B SaaS and enterprise ventures. I've had the privilege of collaborating with renowned digital agencies like Flowout and Veza Digital, both of which are esteemed Webflow Enterprise Partners.

I'm eager to join forces with individuals who resonate with these values and possess a fervor for crafting products and experiences that genuinely captivate and motivate users.

Work Experience

Apr 2023 - Present
Flowout
Full-time

Website
flowout.com

Web UI/UX & Motion Designer @ Flowout | Webflow Enterprise Partner

Flowout is a passionate team of Webflow experts dedicated to enhancing brand experiences through unlimited design and development services.

Core Responsibilities

- **Lead UI/UX Design Initiatives**: Spearhead the conceptualization and execution of user interface and user experience designs, ensuring seamless and intuitive navigation for web applications and sites;
- **Motion Design**: Leverage advanced skills in motion design to create captivating animations and interactive elements that elevate user engagement and brand appeal;
- **Visual Language Development:** Establish and evolve a consistent visual design language, encompassing color schemes, typography, and iconography, to fortify brand identity and recognition.
- **Collaborative Ideation:** Act as a key player in cross-functional teams, collaborating with developers, marketers, and content creators to ideate and implement design solutions aligned with business objectives.
- **Performance Optimization**: Employ best practices in web design and development to enhance page load times, user interactions, and overall site performance.
- **Client Communication and Consultation:** Engage with clients to understand their design needs, provide expert advice, and present design concepts and solutions in a clear and compelling manner.

Sep 2022 - Apr 2023
Veza Digital
Full-time

Website
vezadigital.com

Web UI/UX & Motion Designer @ Veza Digital | B2B SaaS Marketing Agency | Webflow Enterprise Partner

Veza Digital is a full-service growth marketing agency that helps SaaS and B2B brands reach their marketing goals and beyond.

Core Responsibilities

- Collaborate with project managers to design and refine stunning UI/UX interfaces for websites, leveraging expert skills in Figma and comparable applications;
- Strategize and recommend appropriate design solutions, including architecture, to clients based on their unique business needs;
- Establish and maintain robust style guides and design systems for a diverse range of products and services, ensuring consistent branding and delightful user experiences;
- Create captivating web and mobile mock-ups for user testing and validation, and expertly prepare Figma files for seamless development in Webflow;
- Contribute to the development of a cohesive brand identity across multiple web properties, playing a key role in shaping the visual and experiential elements of our brand.

Freelance UI/UX & Web Designer

As a UI/UX & Web Designer with experience in designing for B2B SaaS, corporate projects, and working with award-winning digital agencies, I've created digital products and marketing websites that achieve outstanding user experiences and meet critical business objectives.

Key Client Results

- Improved user engagement and retention rates through thoughtful UI/UX design.
- Optimized web and mobile experiences resulting in increased conversions.
- Streamlined user journeys and reduced bounce rates through strategic design decisions.
- Increased user satisfaction scores through user research and interface design improvements.
- Designed and developed responsive websites and applications for a variety of clients across different industries.
- Contributed to the development and maintenance of design systems and style guides for multiple clients.
- Created and iterated on wireframes, mockups, and prototypes to support user testing and validate design decisions.
- Collaborated with cross-functional teams including developers, product managers, and stakeholders to deliver high-quality products and services to clients.

Oct 2019 - Sep 2022
alexcracan.com
Freelance

Website
alexcracan.com

Senior Digital Designer

Outbox Romania is a digital agency committed to finding the best mix of channels for getting their client's message through to their audience and to executing the fittest, the finest, the coolest, and the most successful interactive campaigns for brands.

Core Responsabilities

- Collaborate with the team to meet and exceed the design needs for various client requirements;
- Build presentations, craft documentation and deliver asset kits to developers and other team members;
- Assist with design delivery, ensuring that the team fulfill on-time and on-budget project success;
- Support in the pitch process - both with creative ideation and designing presentations;
- Proactively pushing the level of quality in both thinking and execution;
- Performing design reviews on projects to ensure the quality of build matches what you and the client envisaged.

Jul 2021 - Jun 2022
Outbox Digital
Freelance

Website
outboxweb.ro

Brand Identity Designer

Upwork is the world's work marketplace. During this period, I worked as a top-rated Brand Identity Designer freelancer on Upwork and have helped companies create an identity reflective of their brand.

Key Client Results

- Increased brand recognition - by creating a coherent branding strategy and identity for brands and businesses;
- Increased brand trust and customer loyalty - by creating a consistent brand experience across different touchpoints.

Jan 2017 - Sep 2019
Upwork
Freelance

Website
upwork.com

Logo & Graphic Designer

99designs by Vista is the global creative platform that makes it easy for freelance designers and clients to work together to create designs they love. During this period, I worked as a Logo & Graphic Designer on 99designs and have helped companies create an identity reflective of their brand.

Key Client Results

- Increased brand recognition - by creating a coherent branding strategy and identity for brands and businesses;
- Increased brand trust and customer loyalty - by creating a consistent brand experience across different touchpoints.

Mar 2016 - jan 2017
99designs
Freelance

Website
99designs.com

Licences & Certifications

Google UX Design Specialization

Google

Issued Feb 2023

Credential ID TATDLRUHFFVH

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