

## About

Skilled user experience & interaction designer with 7+ years of experience in complex digital product solutions within E-commerce, Healthcare, and FinTech sectors and having solid expertise in mobile app design.

My insatiable passion for solving user problems and solid business background allow me to design effective solutions that meet user needs and business requirements.

## Design Skills

- UX & UI Design
- Interaction Design
- User Interviews & Surveys
- Competitive Analysis
- Persona Development
- User Journey Maps
- Information Architecture
- User Flows
- Prototyping
- Usability Testing
- Data Visualization
- Typography

## Other Skills

- Business Strategy & Growth
- SWOT Analysis
- Critical Thinking
- Market Research

## Tools

- Figma, Sketch, Adobe XD
- Jira, Confluence, Trello, Asana
- InVision, Marvel, Principle
- Zeplin, Blocs, Miro

## Contact

### Location

Miami, FL

### Mobile

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[www.andreimarante.com](http://www.andreimarante.com)

# Andrei Marante

## Product Designer

### WORK EXPERIENCE

October 2015 - Present

**PRODUCT DESIGNER • Basket Savings**, Arlington, VA

As a Product Designer at Basket, my role is a permanent improvement of the iOS, Android, and Web apps, including UX research, new features implementations, usability testing, maintaining the design system, etc.

Areas of my responsibility also include designing the B2B web platform, writing design specifications and support documentation to ensure platform-wide consistency as well as email communication with users, branding, and promo campaigns.

In 2020, I designed a time-sensitive web project, related to the COVID-19 pandemic, which was launched within 1 month. The project was aimed at providing up-to-date information on the availability of goods of extreme importance at that time.

April 2014 - March 2022

**PRODUCT DESIGNER • Findale**, Remote

Led the rebranding of the product under the new Findale name with a new brand identity and updated design system.

Designed the latest **iFinik Investments** product including a significant amount of new functionality, features, and financial data visualizations. Created a Design System to optimize the development for iOS, Android, and responsive web apps.

Designed **Buffett's Countries**, an economics-educational project that included a responsive website, iOS, and Android apps. All research and design work was completed within just 2 months.

Designed **iFinik**, a financial analytics service that included native apps for iPhone and iPad as well as a responsive web version. The UI, usability and functionality of the app have been continuously improving until 2019, when it was relaunched as a brand new product (**iFinik Investments**).

October 2012 - Present

**PRODUCT DESIGNER • Own Projects & Contract Work**

My own projects currently represented with two live iOS apps designed and launched during 2015 - 2018 period.

- **It's the Bible** (iOS app) • Summary Rating 4.96/5 (based on 1441 ratings)
- **Pillify** (iOS app)

As a part-time UX designer I was involved in various projects for **Mad Brains** Digital Agency.

### EDUCATION

August 2020 - May 2022

**MS IN USER EXPERIENCE & INTERACTION DESIGN**

**Thomas Jefferson University**

Philadelphia, PA

September 2004 - October 2009

**MASTER'S DEGREE IN BUSINESS MANAGEMENT**

**St.Petersburg State University of Economics**