

Alex Obreja

SENIOR PRODUCT DESIGNER

Verona, Italy

+393899536297

alex@da.md

[Portfolio](#) | [LinkedIn](#)

A few words and thoughts

If I applied for your role, it's because I'm genuinely interested in your project and your company. I care about the details, the kind that quietly shape how things feel and function. Product design is one of the most impactful fields today, and I'm proud to be part of it.

Outside of work, I spend time hiking, mountain biking. I enjoy seeing things from a fresh perspective. :)

Work Experience

Lead Product Designer

Aug 2024 - Apr 2025

[Communi5](#) | Telecommunications

I led the end-to-end planning and design of a cloud-based call centre platform. My focus was on making the experience seamless for operators and administrators from early research to final UI.

- Conducted **user interviews**, **A/B testing**, and **market research** to inform key UX flows
- Created **wireframes**, **prototypes**, and the full **design system**
- Collaborated closely with engineering to ensure smooth handoff and execution
- Helped the **product** gain strong **adoption** and **investor attention**

UI/UX Designer

Aug 2023 - Jun 2024

[European Commission](#)

The client was undergoing a major digital transformation and needed a full revision of its internal design processes and workflows. My work focused on modernising the internal platform experience and workflow improvements.

- Led improvements in the **design system** to support consistency across apps
- Designed interfaces with accessibility in mind, especially for low-vision users
- Ran **usability testing** and applied findings to simplify navigation
- Worked hands-on in Figma to refine components and improve performance
- Reorganised internal workflows to support industry-standard quality of products.

Product Designer

Oct 2022 - May 2023

[AH-Trading GmbH](#) | Manufacturing

The client was transitioning and remodelling their old e-commerce website to a new CMS. My work consisted of redesigning the platform and internal tools, with a focus on user flows and visual consistency.

- Led **wireframing**, **prototyping**, and design exploration for the full redesign and user experience
- Improved handoff with dev teams by refining design system **components** and system logic
- Supported the shift from legacy UI to a more modern, intuitive interface
- A greatly improved user experience accounted for a **major increase in sales volume**

UI/UX Designer

Feb 2022 - Oct 2022

[Wildlabs](#) | Digital Design & Development

Contributed to a wide range of web design projects, from **client-specific projects** to **internal design systems**. Many of our clients came from **artistic or creative industries**, which meant our projects leaned heavily into more immersive and **visually expressive** experiences.

- Designed and maintained a flexible component library to speed up team workflows
- Prototyped new **interaction patterns** for marketing and client platforms
- Supported dev integration with a focus on responsive behaviour and accessibility

Graphic & UI/UX Designer

Dec 2020 - Jan 2022

[LOOP New Media GmbH](#) | Digital Agency

Worked with **global clients** like Red Bull, Porsche, and Tupperware to bring digital experiences to life. The work was primarily in the realms of **responsive design**, **interaction design**, UI design, **motion design**, and **prototyping** — often pushing for high-impact, **visually engaging** experiences that aligned with each brand's unique identity.

- Worked closely with clients and product owners across industries
- Conducted **A/B testing** and market research to inform both strategic and creative decisions
- Created wireframes, interactive prototypes, and design systems for both **websites and applications**
- Our team also **developed internal tools** and systems to support company workflows and design operations
- Collaborated on graphic design projects and developed creative assets for **social campaigns and media marketing**

Graphic & Product Designer

Mar 2015 - Apr 2018

[DesignART](#) | Publishing House

Balanced visual design and UX for both print and web. The company was primarily focused on **printed media** and **advertising**, often collaborating with other publishing houses and label printers.

- Graphic design projects ranging from **editorial layouts**, printed media and advertising, **product packaging**, **branded material**, etc.
- Prepared files for print, handled prepress tasks, and collaborated with printing houses and label manufacturers for production
- Supported internal design efforts with both digital and print-focused projects, acting as a bridge between creative and production teams

Skills

I have experience working with teams to brainstorm and **whiteboard** concepts. I can create **wireframes** at varying levels of fidelity and enjoy **prototyping** ideas. I have **extensive front-end coding experience** and enjoy working with devs to build ideas out. I have worked both in an office environment, as well as **distributed teams**.

I have worked with many different tools and frameworks, but to avoid a full laundry list, I'm just going to list some of my favourites. If you use a different prototyping tool that works well in your established workflow, I would be happy to learn it.

Design

Photoshop, Illustrator, Sketch, Figma, InDesign, Keynote, Proto.io, InVision, Behavioral Psychology, Gestalt Principles

Technical

HTML & CSS, JavaScript, Svelte, VueJS, Typescript, PHP, Laravel, WordPress, Drupal, TailwindJS, Bootstrap, GIT, Docker