

Diana Porcescu

Diana.porcescu2016@gmail.com

(647) 705-3970

[Linkedin Profile](#)

www.dianaporcescu.com

PROFILE

I am Freelance UX/UI designer with over 6 years of client-facing experience working in highly collaborative environments in e-commerce, customer care, and project coordination.

In my UX/UI projects, I work on developing solutions focused on improved user experience and customer satisfaction. I am passionate about doing meaningful work that positively impacts people's lives in big or small ways.

TECHNOLOGIES

Prototyping and wireframing:
Figma, InVision, Marvel, Zeplin;

Branding, Illustration & Motion Design: Adobe Creative Suite (Photoshop, Illustrator, Adobe XD, Adobe Dimension, After Effects);

E-mail marketing and web:
Canva, Mailchimp, Klaviyo, Shopify, Squarespace, Notion, Webflow.

SKILLS

Sales and e-commerce,
Prototyping and wireframing:
Branding, Illustration & Motion Design, E-mail marketing and web design

PROFESSIONAL EXPERIENCE

Freelance UX/UI Designer

June 2021 - present, TORONTO, ON

- UI project: Personalized a marketing agency website using a Webflow theme.
- UI project: Designed key high-fidelity wireframes for a dating app based on some preliminary research conducted by the client.
- UI project: Worked on the UI of a new dashboard for an equipment leasing company.

Web Design & Digital Marketing | ACASA HOME

SEPT 2018 - 2020, TORONTO, ON

- Launched a home décor product online, developed and implemented a marketing plan for retailers and online customers
- Conducted competitive analysis on trends and strategies
- Designed a responsive website in line with brand guidelines and leveraged site analytics to improve the website experience

Compliance and Contracts Officer | ICES

JUN 2017 - SEPT 2018, TORONTO, ON

- Co-ordinated the execution of data sharing agreements (DSA) and the review of contracts by the Privacy and Compliance Office
- Generated departmental reporting for senior management

Grants Management Specialist | MITACS

FEB 2014 - JUN 2017, TORONTO, ON

- Managed the full life-cycle of grants to scientific programs
- Compiled technical guides on grants management system use and a manual describing the department's processes

Contact Center Advisor, Team Lead | DHL Express

MAY 2013 - FEB 2014, TORONTO, ON

- Investigated shipment issues through continuous communication with sales, operations, and the clients
- Consulted the customer care agents by handling escalations, working on time sensitive files and complaints

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EDUCATION

BrainStation | Diploma, User Experience Design

Aug - OCT 2020, TORONTO, ON

Ivey School of Business | MSc in International Management

Aug 2011 - 2012, TORONTO, ON; ROTTERDAM, NL

Sophia Antipolis University | B.A of Economics & Management

SEP 2006 - MAY 2009, NICE, FR

PROJECTS

SacHack 2021 24 hr Hackathon

February 2021, TORONTO, ON

- Worked on a web application concept that allows users to scan their face and skincare products by using AI technology to receive customized skincare advice and purchase the suggested products online.

BrainStation Capstone Project | [Dantes App](#)

AUG - OCT 2020, TORONTO, ON

- Worked on a digital solution helping smaller charities gain more visibility and potentially increase in revenue from individual donors.

BrainStation X Adidas Hackaton | The Future of E- Commerce

OCT 2020, TORONTO, ON

- Worked on designing a digital solution to support the future success of e-commerce in the apparel and sporting goods industry.