

Brand and UX/UI designer

ALINA FIRICA

I have six years of experience of brand and UX/UI design in the tech industry.

So far, I helped companies like Philip Morris International and Wiredelta strengthen their online brand identity through carefully crafted media, pixel-perfect designs, and ever-improving user experience. Anything short of that goes back into the backlog.

✉ alina.firica@gmail.com

🌐 linkedin.com/in/alinafirica

🌐 alinafirica.com

📍 Copenhagen, Denmark



WORK EXPERIENCE

BRAND AND UX/UI DESIGNER

2018 - Present

WIREDDELTA

📍 Copenhagen

My tasks revolve around helping Wiredelta and its clients grow their online presence, build strong and consistent brand identities, and attract new users and partners.

To grow Wiredelta, I proposed and implemented a new brand design focused on what value Wiredelta brings. I also created a digital marketing team to help boost Wiredelta's SEO rank.

My biggest contribution to Wiredelta's portfolio is my collaboration with Phillip Morris (PMI). I have been managing the IQOS online stores for PMI Denmark and Sweden since January 2022,

Results

- ▶ Bring an average of 12.000 organic monthly visits to Wiredelta.com
- ▶ Grow Wiredelta's portfolio by bringing in new long-term projects (see Omavape.fi)
- ▶ Strengthen Wiredelta portfolio through Agile project management and Graphic and UX/UI design consultancy to existing clients

Skills gained

- ▶ Graphic and UX/UI designs, Brand management, Agile project management. Teamwork

VP OF MARKETING (VOLUNTEER)

2018 - 2023

PROJECT MANAGEMENT INSTITUTE YOUNG PROFESSIONALS (PMIYP)

📍 Copenhagen

As volunteers, our goal was to introduce young professionals to project management and promote the Project Management Institute membership.

For this, we organized and hosted several online and offline events where we shared our experiences and skills, discussed situations and how to overcome them, new technologies,

Results

- ▶ Reached an average of 20 participants on each of our events from multiple industries
- ▶ Attracted several new young professionals that joined both the YP brand and the Project Management Institute DK branches

Skills gained

- ▶ Communication and teamwork, data analysis and user understanding

EDUCATION

BA DEGREE

DIGITAL CONCEPT DEVELOPMENT

2016 - 2018

KEA - KØBENHAVNS ERHVERVSAKADEMI

📍 Copenhagen

Skills gained from courses and projects

- ▶ How to start a project, wireframing, mockups, UI design, project management

AP DEGREE

MARKETING MANAGEMENT

2015 - 2016

CBA - COPENHAGEN BUSINESS ACADEMY

📍 Copenhagen

Skills gained from courses and projects

- ▶ Brand management, digital marketing, analyze and understand user behaviour

TOOLS AND CERTIFICATES

PROTOTYPING AND HIFI UI DESIGN

📄 Adobe XD

📄 Figma

PHOTO AND VIDEO EDITING

📄 Adobe Photoshop

📄 Adobe AfterEffect

ILLUSTRATIONS AND ICONOGRAPHY

📄 Adobe Illustrator

UX/UI AND BRAND DESIGN

📄 Branding masterclass

📄 Google UX Design Specialization

RESPONSIVE WEB DESIGN

📄 WordPress (Elementor)

SKILLS

Graphic, UX/UI design ●●●●●

Brand design ●●●●○

Agile project management ●●●●○

Communication management ●●●●○

Teamwork and leadership ●●●●○

LANGUAGES

ENGLISH Professional

ROMANIAN Native

DANISH Enthusiastic beginner

HOBBIES

🖌 Sketching 🍷 Good food

🖌 Graphic design 📖 Reading

🎮 Gaming 📺 True crime

🧳 Travelling (don't judge...)