

Bogdan Chirtes

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[Portfolio Link](#)

UI/UX Designer / Web Developer

Innovative, goal-oriented professional with 10+ years' experience in graphic and web design. Demonstrated technical skills and proficiency in UI/UX design, and I am very confident using software such Figma, Adobe Suite, Zeplin, and Maxon Cinema for 3D modelling. Versatile web developer with resourceful leadership qualities, contributing to training junior developers and designers in addition to successfully liaising with executive staff and suppliers.

• Adobe Suite	• Graphic Design 2D/3D	• 3D Modelling
• Figma	• UI/UX Design	• Game Design
• Computer Networking	• Branding	• Digital Literacy & Automation

Career Experience

UI/UX Designer, Asseticom, United Kingdom

09/2022 to 10/2025

During my tenure as a Senior UI/UX Designer at Asseticom, I spearheaded the company's brand transformation—crafting a new visual identity, establishing cohesive design guidelines, and ensuring the brand's mission and values were consistently reflected across all platforms. By blending data-driven insights with creative problem-solving, I delivered intuitive website designs, optimized dashboards, and impactful marketing assets that resonated with both end users and stakeholders.

Skills and Achievements:

- Asseticom new brand - New Designs and Guidelines: From typography and shape

research to creating comprehensive color matrices and sample libraries, manage the complete rebranding process. Clear brand usage guidelines were created to maintain consistency between digital and print media.

- Asseticom Website redesign: Competing research and key interviews for stakeholders

define clear project goals. I had created visually adjacent interfaces that match the user personas, architecture by the Wireframed site, and designed visually cohesive interfaces aligned with the updated brand identity.

- Asseticom Dashboards - Redesign UI/UX (Org Portal, Project Portal, Administrator):

Streamlined complex flows by analyzing approvals, user requirements, and technical limitations. Improved user-friendliness through repetitive wireframes, prototypes and close collaboration with development teams. Created and standardized a library of reusable UI components and graphic elements, facilitating rapid development and consistent design across various dashboard interfaces.

- UX Research & GA4 Analytics: Capture and analyze user data via GA4, identifying issues and optimizing most important user trips. The design is repeated based on measurable findings to promote commitment and general satisfaction. Collateral for social media and printing: creative assets (graphics, videos, carousels) for social channels and print ads (such as the London Underground). We confirmed that each piece was adhered to brand guidelines and that the target audience was effectively involved.

- Cross-Functional Collaboration: Collaboration with developers, QA teams and product owners provides sophisticated and user-friendly solutions. We undertook sprint planning, design reviews and retrospective parts to maintain agile and iterative progress.

UI/UX Designer, Hiyield, Truro, United Kingdom

10/2021 to 7/2023

During my tenure as a UI/UX Graphic Designer at Hiyield, I excelled in crafting exceptional user experiences for both web and mobile platforms. Collaborating closely with our team, I harnessed my creative prowess to design intuitive and visually captivating interfaces that truly resonated with users.

Skills and Achievements:

- Intuitive UI/UX Design: At Hiyield, I took the lead in conceptualizing and implementing user-centered designs for web and mobile applications. By incorporating design thinking methodologies and user feedback, I consistently delivered interfaces that were not only aesthetically pleasing but also functional and easy to navigate.

- **Elevating Brand Identity:** Leveraging Adobe Illustrator, I created 2D logos and branding elements that seamlessly integrated into our UI/UX designs. This ensured a consistent brand identity across all touchpoints, contributing to enhanced brand recognition and recall.
- **Immersive Photo Enhancements:** Collaborating with the creative team, I honed my skills in Adobe Photoshop to enhance product visuals and user interface elements. This attention to detail significantly contributed to the overall polish and professionalism of our designs.
- **Dynamic Video Experiences:** My expertise in Adobe After Effects allowed me to introduce dynamic animations and visual effects into our user interfaces. These captivating elements not only engaged users but also conveyed complex information effectively.
- **AI-Infused Creativity:** Hiyield's culture of innovation inspired me to explore the integration of AI technologies into our UI/UX design process. This fusion of creativity and technology resulted in design solutions that were both cutting-edge and user-centric.
- **Efficient Project Management:** Within Hiyield's collaborative environment, I seamlessly integrated the Productive platform, an equivalent to Jira, to manage UI/UX tasks and timelines. This streamlined approach ensured that our designs were developed and refined within the allocated timeframes.

Proven Portfolio:

My journey at Hiyield is evident through a portfolio that showcases my contributions to a range of web and mobile projects. From crafting engaging user interfaces to seamlessly integrating branding elements, my portfolio reflects my commitment to delivering outstanding UI/UX design solutions aligned with Hiyield's vision.

As a dedicated UI/UX Graphic Designer who thrived within Hiyield's innovative environment, I am excited to bring my user-centric design skills to new challenges and continue pushing the boundaries of design excellence.

UI/UX Designer, Edris, Targu Mures, Romania

9/2018 to 9/2019

Conceptualised and implemented client-oriented software, creating user interface and user experience designs, and branding logos. Provided user technical support, assisting with computer networking and troubleshooting. Executed design guidelines and standards, maintaining website appearance by enforcing content standards. Incorporated functionalities and features into websites using Adobe Photoshop, Adobe Illustrator, Web development, Adobe XD, Zeplin, Adobe After Effects, 3d modelling, Maxon Cinema 4d, and advanced level computer operations.

- Boosted company value by 120% in six months after launching own game.
- Increased Hotel Concordia bookings by successfully developing website, ads, and flyers.
- Improved Eldi's market visibility by creating specialised daily ads, leading them into top 30 ranked bakeries in Transylvania

UI/UX Designer/Trainer, SwissWeb Academy, Targu Mures, Romania

2/2016 to 8/2018

Facilitated and coached junior web designers, teaching web development and game design modules using advanced software applications. Prepared and presented design plans and website structure to clients, communicating design ideas that meet customer-specifications. Developed extensive knowledge in operating content management systems.

- Accomplished good results as trainer, with class averaging scores between 75 % - 80%, subsequently leading to students booking new modules.

Graphic Designer, Chespa Transilvania, Targu Mures, Romania

5/2014 to 6/2015

Planned and created design concepts by studying information and materials contributing to drawing and adaptation of vector drawings, image processing, graphical layout, and final product verification. Utilised analytical skills, creativity, and attention to detail to ensure branding concepts are accurately implemented. Illustrated ideas using Adobe Suite by submitting rough layouts for approval, arranging size, type size, styles, and related aesthetic features

- Provided expertise in packaging design and 3D renders to Lidl managers and small companies in different fields.

Additional Experience

IT Engineer, Redatronic Serv, Targu Mures, Romania

Handled planning of workspaces, team plans, and maintenance of client and company equipment.

Telecommunication Technician Intern, Orange, Romania

Developed and maintained excellent relationships with brand managers and suppliers while actively repairing products and parts sold by company.

Education

Master of Science - MS, Entrepreneurship / Entrepreneurial Studies

2021 Falmouth University, Cornwall, United Kingdom

Bachelor of Engineering in Computers and Information

Technology 2013 Petru Maior, Romania