



Silvia
GHIMBAS

ux designer

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PROFILE

Quirky and curious when it comes to the UX of digital products, especially those that manage to steal our attention for hours on end.

EXPERIENCE

**senior
ux designer**

May 2025
- present

DEVHUB, Cluj Napoca (RO)

- UX research (qualitative & quantitative methods)
- Design strategy & ideation
- Wireframing & interaction design
- Prototyping (low to high fidelity)
- Usability testing & design iteration
- Cross-functional collaboration

**senior
ux designer**

May 2021
- January 2025

Yonder TSS, Cluj Napoca (RO)

- Identified and refined customer needs with or without collaborating with requirements analysts.
- Conducted in-depth user research and developed personas, user flows, diagrams, and storyboards to guide design decisions.
- Created mockups, wireframes, and interactive prototypes to visualize and test product concepts.
- Developed and maintained style guides and ensured cohesive visual design across platforms.
- Designed and delivered user-centered, visually compelling experiences, driving engagement and seamless end-to-end customer journeys.

ux designer

December 2017
- April 2021

Evozon, Cluj Napoca (RO)

- Conducted user research and field studies to identify pain points and optimize user journeys.
- Designed and developed wireframes, prototypes, and high-fidelity mockups for new features and product flows.
- Collaborated cross-functionally with developers, product managers, and stakeholders to deliver intuitive and accessible user experiences.
- Advocate for user-centered design, integrating insights from research into product development to enhance engagement and retention.

**marketing
manager**

September 2018
- September 2019

Movium, Cluj Napoca (RO)

- Developed and executed the marketing strategy for a cloud-based Mobility-as-a-Service product, driving innovation in mobility solutions.
- Positioned the platform as a future-ready solution for tackling challenges in carsharing and fleet management, enhancing efficiency and accessibility.

**employer branding
& communication
manager**

November 2015
- December 2017

Evozon, Cluj Napoca (RO)

- Managed brand image and awareness, ensuring consistent external and internal communication.
- Planned, executed and coordinated technical and non-technical events to enhance engagement and visibility.
- Oversee social media strategy, press releases, content creation, and copywriting to drive brand messaging.
- Designed, developed and delivered branding materials, maintaining visual and strategic identity.

**operational
manager**

August 2017
- January 2018

Atelierul Digital Google, Cluj Napoca (RO)

- Led the local branch of Google's initiative, empowering small and medium businesses and entrepreneurs to leverage digital marketing for growth and visibility.

EDUCATION

master's degree

2013-2015

Copenhagen University, Copenhagen (DK)

Cognition and Communication, Masters of Arts

bachelor's degree

2013-2015

Babeş-Bolyai University, Cluj Napoca (RO)

Psychology and Educational Sciences

COMPETENCIES

languages

English (Proficient), French (Intermediate)

tools

Adobe Creative Suite, Figma, Axure, Moqups, Miro, ChatGPT

VOLUNTEERING

2017-present

Brigada AntiCancer (health NGO)

2013-2015

QA Programme - University of Copenhagen (students NGO)

2004-2018

Romanian Scouts (non-formal education NGO)