

Mihaela Alexe

Sr. UX/UI, Product Designer

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EXPERIENCE

Sage, Remote - *Sr. UX/UI Designer - AI & Strategic Products [CONTRACT]*

October 2025 - Present

Lead UX/UI design for Sage's AI-driven, agent-based workspace, focused on transforming complex enterprise workflows into intuitive, adaptive, and trustworthy user experiences.

Design next-generation interaction models that evolve traditional ERP interfaces into intent-driven, dynamically assembled workspaces powered by AI.

Define human-in-the-loop UX patterns that balance AI automation with user oversight, ensuring transparency, control, and auditability for high-stakes financial and operational tasks.

Shape the experience of AI orchestration by making system reasoning, task delegation, and agent collaboration understandable and actionable for users.

Partner closely with product, engineering, and AI teams to align UX strategy with platform architecture, business objectives, and responsible-AI principles.

Clear Grain Exchange, Remote - *Sr. UX/UI [CONTRACT]*

September 2024 - October 2025

- Designed user-centered digital products aligned with business objectives, delivering intuitive and scalable user experiences.
- Led end-to-end design from user research and usability testing through user flows, wireframes, and high-fidelity prototypes.
- Translated qualitative and quantitative insights into actionable design improvements that enhanced usability and engagement.
- Developed and maintained the design system, ensuring consistency, accessibility compliance, and efficient cross-team delivery.

Raiffeisen Bank International, Vienna - *Sr. UX/UI Designer*

August 2023 - October 2024

- Led strategic UX initiatives for corporate banking digital services, focusing on streamlining customer onboarding flows and simplifying complex KYC and regulatory requirements into intuitive user experiences.
- Drove accessibility compliance across digital products, ensuring alignment with European accessibility standards and WCAG guidelines.
- Conducted in-depth user research, including customer interviews, usability testing, journey mapping, and data analysis, to inform design decisions and identify experience improvement opportunities.
- Managed the end-to-end design process from discovery through delivery, producing wireframes, interactive prototypes, and high-fidelity UI designs in close collaboration with development teams.
- Maintained and evolved design systems to ensure consistency, scalability, and efficiency across corporate banking platforms.
- Created service blueprints and facilitated cross-functional workshops to align business, compliance, design, and engineering stakeholders.

Tricentis, Vienna - *UX/UI Designer - AI Testing platform*

January 2021 - July 2023

- Designed user-centered experiences for AI-powered software testing platforms, making advanced testing capabilities accessible to both technical and non-technical users.
- Led the UX/UI design of a no-code, AI-driven testing tool that enabled business users to create, automate, and execute complex test scenarios without programming knowledge.
- Redesigned **Tosca**, a legacy enterprise testing platform, simplifying complex workflows while aligning the product with WCAG and W3C accessibility standards.
- Conducted extensive user research with QA engineers, test automation specialists, and business analysts to inform design decisions and validate solutions.
- Facilitated regular usability testing and structured design critique sessions to continuously improve product quality and usability.
- Strengthened and scaled the company's design system by creating reusable, accessible components and establishing clear documentation and governance guidelines.
- Collaborated closely with product management and engineering teams to ensure design feasibility, consistency, and successful implementation across multiple products.

Orange Money, Bucharest - *UX/UI Designer - Fintech & Digital payments*

April 2020 - December 2020

- Improved digital banking and mobile payment experiences by designing intuitive, secure, and scalable fintech solutions.
- Led the end-to-end design of a digital onboarding system from concept to launch, significantly reducing sign-up time while ensuring compliance with security, regulatory, and KYC requirements.
- Drove product enhancements through comprehensive user research, including customer interviews, usability testing, and behavioral analysis.
- Designed and delivered core payment and money transfer features by defining user flows, creating interactive prototypes, and producing responsive UI designs.
- Established a structured and repeatable design process by introducing standardized research methodologies, reusable design patterns, and regular user testing cycles.
- Translated research insights into actionable design recommendations that influenced product strategy and improved overall customer experience.
- Collaborated closely with product managers, engineers, and compliance stakeholders to align user needs with technical and regulatory constraints.

SEOmonitor, Bucharest - *UX/UI Designer*

September 2018 - April 2020

- Redesigned key features of SEOmonitor's analytics platform to help marketing agencies better understand, interpret, and act on complex SEO data.
- Led the transformation of campaign tracking and reporting experiences through user-centered design, making SEO metrics more accessible and actionable for both agencies and their end clients.
- Facilitated design sprints and cross-functional workshops to address complex product challenges, aligning stakeholders and accelerating concept validation.
- Rapidly prototyped and tested new solutions to simplify SEO workflows and improve how agencies communicate performance and insights to clients.
- Improved the platform's information architecture and core user flows through in-depth research with SEO professionals, iterative design, and continuous usability testing.

- Delivered clearer navigation structures and more intuitive data presentation, resulting in a more efficient and comprehensible user experience.
- Collaborated closely with product and engineering teams to ensure design solutions were feasible, scalable, and aligned with business objectives.

EDUCATION

Informal School of IT, Bucharest, RO — *UX/UI Design*

Sep 2017 - April 2018

Gained a foundational understanding of user experience and user interface design. I learned key principles of human-centered design, including how to create intuitive, user-friendly interfaces that meet both user needs and business goals. The course covered essential tools and techniques, such as wireframing, prototyping, and usability testing, helping me develop a solid grasp of the design process from concept to implementation.

University of Bucharest, Bucharest, RO — *Bachelor's Degree, Advertising*

2011 - 2014

During my Bachelor's degree in Advertising, I developed a strong foundation in understanding human behavior, psychology, and communication strategies - elements that strongly align with today's UX design fundamentals. Through studying creative concept development, visual design, and audience targeting, I gained essential skills in crafting engaging user experiences. The program's focus on understanding audience needs, creating clear messages, and measuring campaign effectiveness parallels the user-centered design approach I now use in UX/UI. This advertising background uniquely prepared me for user experience work by teaching me how to combine research insights with creative

Certifications

The Google UX Design Professional Certificate strengthened my UX design skills with a focus on practical, industry-ready techniques. Through seven comprehensive modules, I mastered advanced user research methods, refined my wireframing and prototyping skills, and improved my approach to usability testing. The program helped me develop a more systematic approach to creating user-centered designs while gaining hands-on experience with professional UX tools and methods used in today's design industry.