

# **Diana Lipcanu**

## Product Designer

### Experience

#### **Vaayu** / Senior Product Designer

Vaayu helps retailers measure and remove CO2 emissions.

- aligned the Vaayu app with a rebrand; Design System set-up
- visualising emissions data to be actionable
- aligned the system with requirements of the GHG Protocol by auditing the system and designing missing features and data.

MAR 2022 - JUNE 2022, REMOTE (MADRID)

#### **Ontruck** / Senior Product Designer

Ontruck is a B2B logistics marketplace.

- designed a client-facing interface that increased self-service order creation for a new business line by 90%
- reduced cost to serve by 19% by transitioned the traffic management tool from a standard logistics operator approach to a smart task-based system
- led, designed, and successfully implemented the re-organization of the customer service team for efficiency and performance

OCT 2018 - OCT 2021, MADRID

#### **Packlink** / Product Designer

Packlink is a price comparison broker for last-mile parcel delivery.

- decreased Customer Support tickets by 6% improving a key user flows: customs handling and packaging tips
- ran research with B2B clients and defined a product vision
- redesigned the B2C booking flow to be responsive ([packlink.es](https://packlink.es))

FEB 2017 - SEP 2018, MADRID

#### **ex)situ, Inria** / HCI Research Intern

ex)situ is a Human Computer Interaction research lab.

- designed and built the Interaction Museum ([hci-museum.lri.fr](https://hci-museum.lri.fr)) to bridge the gap between HCI academia and UX professionals

MAR - AUG 2016, PARIS

#### **FJORD Accenture** / UX Design Summer Intern

- usability study for the redesign of a major airline's booking flow

APR - JUN 2015, STOCKHOLM

Older work experience in design, adding up to 3+ years on [Linkedin](#).

### Education

#### **M.Sc.** / Human-Computer Interaction

Université Paris-Saclay

KTH Royal Institute of Technology

#### **Minor** / Innovation & Entrepreneurship

EIT - Digital Master School

2014 - 2016, STOCKHOLM & PARIS

#### **B.A.** / Communication and Multimedia

Aarhus Universitet

Universidad Carlos III (Erasmus)

2011 - 2014, AARHUS & MADRID

### About me

I am...

a design generalist with 8+ years of designing end-to-end B2B tools and optimising complex systems based on data and user insights.

I am most proud of...

conceptualising, designing and leading the implementation of tools and processes that make life easier for logistic operations agents and lifecycle assessment specialists.

I am proficient in...

Figma, Sketch, prototyping, research techniques, strategic design, and data analysis and interpretation

I also have experience with...

behavioural diagnosis and design, Adobe Suite, Tableau, A/B testing and HTML/CSS/JS

I am fluent in...

English, Spanish and Romanian

Portfolio:

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