



# Diana Lipcanu

## User Experience Designer

Portfolio: [www.dianalipcanu.com](http://www.dianalipcanu.com)

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## Experience with

Interaction Design  
Experience Design  
User Interviews  
Usability Testing  
Qualitative Research  
Design Thinking  
Graphic Design  
Information Visualization  
Data Analysis  
Personas  
User Journeys

## Design Tools

Prototyping  
Wireframing  
Sketch  
InVision  
Photoshop  
Illustrator  
InDesign  
Axure

## Dev Skills

HTML5  
CSS3  
JavaScript  
AngularJS  
D3.js

## Languages

**English**  
bilingual proficiency  
**Romanian**  
native proficiency  
**Spanish**  
conversational  
**German**  
elementary

## Work experience

### UX/UI Designer

#### Packlink Shipping

📅 FEB 2017 - NOW 📍 Madrid, Spain

Price comparison and broker for parcel shipping services.

- built up strategic tools to **define the product vision** for the next 2 years: **personas, user journeys**, based on interviews with 22 B2B users
- redesigned the entire B2B XP ([pro.packlink.es](http://pro.packlink.es)) based on research insights
- the released features **increased booking flow conversion by 8.5%**
- redesigned the B2C platform XP ([packlink.es](http://packlink.es)) to be responsive and **increased overall conversion by 1.9%**
- **increased the insurance revenue by 33%** with an upsell design

### Interaction Design Intern

#### {ex}situ, Inria

📅 MAR - AUG 2016 📍 Paris, France

- designed and built the Interaction Museum ([hci-museum.lri.fr](http://hci-museum.lri.fr)) based on actionable insights from 2 user studies with designers

### Interaction Design Intern

#### FJORD Accenture

📅 APR - JUN 2015 📍 Stockholm, Sweden

- conducted a usability study for a big airline carrier's new booking flow
- proposed changes to the design that improved usability

### Worked on own startup idea

#### Tabletop Match

📅 MAR 2014 - SEPT 2015

- designed, and developed a web app to find the right board game
- developed and iterated on a business plan using the lean methodology

## Education

📅 2014 - 2016

### M. Sc. Human Computer Interaction Design

**Université Paris-Saclay**

📍 Paris, France

**KTH Royal Institute of Technology**

📍 Stockholm, Sweden

### Minor in Innovation & Entrepreneurship

**European Institute of Technology - Digital Master School**

📅 2011 - 2014

### B.A. International Communication and Multimedia

**Aarhus Universitet**

📍 Herning, Denmark

**Universidad Carlos III de Madrid**

📍 Madrid, Spain (Erasmus)