Alina Casandra Cretu

Senior Product Designer

www.casandracretu.com casandra.alina.v@gmail.com Bucharest, Romania

INDUSTRIES OF EXPERTISE

Blockchain, Social Media
VR/AR/MR
FinTech, CleanTech
Architecture, Real Estate
Luxury Fashion

SOFTWARES

Figma, Sketch, InVision, ProtoPie
Adobe Suite, Cinema4D
Shopify, Wix, Procreate

SKILLS

Agile/Scrum
Product Design
Design Thinking
UX/UI Design
Interaction Design
Responsive Design
Product Strategy
Information Architecture
Motion Graphics

ACHIEVEMENTS

PropTech RealEstate Hackathon Winner, Bucharest, 2019
Design Sprint Facilitator Certification — Berlin, 2018

EXPERIENCE

distrikt.app, Switzerland, Zurich — *Head of Product Design & Design*

FEB 2021 - PRESENT Blockchain, NFT, Social Media

As Head of Product Design, I led a dynamic team responsible for product design and marketing. My role included shaping the product strategy, delivering exceptional design solutions for the challenges at distrikt.app, overseeing two complex Design Systems, maintaining visual branding, and mentoring the team in 3D software tools.

UnfoldVR, Bucharest, Romania — *Product Advisor*

OCT 2021 - PRESENT Blockchain, VR/AR, NFT Marketplace

As a Product Advisor at UnfoldVR, I helped shape the blockchain-based 3D asset marketplace's strategy, defined the audience, enhanced marketplace and tools, optimized VR app experiences, and facilitated funding and grants for success in the immersive media space.

SS&C Intralinks, Bucharest, Romania — *Senior UX Designer*

JUL 2019 - FEB 2021 FinTech

As a Senior UX Designer at Intralinks, I focused on enhancing our internal fintech product. I aligned customer needs with business goals, prioritized improvements, and collaborated effectively with developers, product owners, and researchers for impactful releases.

Bright Agency, Bucharest, Romania — *Executive Creative Director*

MAY 2016 - JUN 2019

Executive Creative Director

I led concept development and client approval for interactive digital products. My responsibilities included creative oversight, project management, client communication and direct involvement in building advanced UX/UI, 3D models, and more.

Head of Design Team

As Head of Design, I oversaw project quality, conducted weekly status meetings, reviewed visual materials for client delivery, and collaborated closely with our development lead.

EDUCATION - SEPT 2011 - JUNE 2017

"Ion Mincu" University of Architecture and Urbanism, Bucharest

Master's Degree, Architecture