

Alberto Cococi

PRODUCT DESIGN — SENIOR UX/UI DESIGNER — VISUAL DESIGNER

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Professional Summary

Senior Product UX/UI Designer with 10+ years of experience delivering user-centered digital products for global brands such as IBM, Orange Telecom, Honda, Chevron, and Allianz Group, impacting over 100 million users worldwide. Expertise spans cyber security, fintech, healthcare, automotive, AI, blockchain, and insurance, with a demonstrated history of boosting user satisfaction by 40% and reducing time-to-market by up to 25%. Combines design strategy, UX research, and technical expertise to create intuitive solutions, turning complex challenges into seamless user-focused experiences. Known for bridging creativity and functionality to drive engagement and deliver measurable results, including increasing app ratings by over 50%.

Areas of Expertise

- UX/UI Design, Product Design & Innovation
- UX Research & Analytics, User Journeys & Personas
- Wireframing, Prototyping, Usability Testing, Information Architecture
- Agile & Lean Methodologies, Design Systems, Visual Design
- Tools: Figma, Sketch, Adobe Creative Suite
- Customer-Centric Solutions, Data Analysis & Interpretation, Design Thinking

Career Highlights

- **Design Leadership:** Led the IBM Design Internship Program, mentoring six designers, securing the endorsement of Fortune 500 clients, and delivering design solutions for Honda, Chevron, European Central Bank.
- **Product Impact:** Transformed Orange's flagship product, the My Orange app, improving rating from 2.3 to 4.5 on the App Store.
- **Innovation:** Co-created IBM's Enterprise Design Thinking frameworks, facilitating workshops to drive innovation for Fortune 500 clients.

Professional Experience

Product Designer / Lead — Labyrinth ONE — 2021 – 2024

Crafted and executed tailored design strategies for 10+ startups, directly addressing unique visions and challenges, resulting in a cohesive brand identity that drove customer engagement up by an average of 35%.

- **Focus Area:** Streamlined UX processes to align with the launch objectives, achieving a 40% faster concept-to-launch cycle.
- **Approach:** Elevated team performance through the introduction of unique ideation techniques during planning phases—contributed directly to reducing average turnaround time for product launches down to just six weeks per initiative.
- **Strategy:** Led workshops that reduced project launch time by 25%, achieving over 90% customer satisfaction ratings.

Senior UX/UI Consultant — IBM — 2018 – 2022

Facilitated high-level dialogues regarding industry-leading UI/UX consulting standards through site visits to global headquarters; established collaborative frameworks improving user experience metrics by 20% within six months of implementation.

- **Engagements:** Traveled to clients headquarters globally, facilitated workshops that accelerated project launch timelines by 25% and demonstrated the power of design thinking.
- **Project Leadership:** Steered projects from early stages to successful completion, delivering 90%+ client satisfaction and contributing to a 30% increase in client satisfaction scores.
- **Mentorship:** Leading a Design Internship Program, mentored six aspiring designers, helping to achieve a 70% placement rate in top UX/UI roles.

Senior UX/UI Designer — Orange Telecom — 2015 – 2018

Key contributor at Orange, spearheaded the design and development of flagship products, including the My Orange mobile app and Orange Money solution.

- **Product Impact:** Transformed the My Orange app, raising App Store rating from 2.3 to 4.5, through improved usability, intuitive user journeys, and brand new user interface design.
- **Execution:** Directed the complete design lifecycle of intuitive web and mobile applications; enhanced overall customer satisfaction by implementing features based on direct feedback from over 200 users through focus sessions.
- **Innovation:** Devised compelling UI adjustments improving accessibility features across platforms; these changes increased active usage metrics by over 200% month-over-month following implementation on both iOS and Android devices.

Senior UX/UI Designer — Allianz Group — 2015

Directed strategic initiatives for six startups at inception stage, resulting in enhanced market readiness and greater brand awareness through targeted marketing campaigns yielding significant increases in website traffic.

- **Tailored Solutions:** Designing mobile, tablet, and responsive solutions, launching 6+ successful startup products that achieved an average 30% increase in user engagement post-launch.
- **User Experience:** Thinking innovative layouts, defined usability, and refined user journeys, resulting in a 20% improvement in customer retention across products.
- **Standards and Best Practices:** Maintaining high UX standards and implemented best practices, ensuring on-time delivery of products while driving consistent user satisfaction scores above 90%.

UX/UI Developer — Bitdefender — 2012 – 2015

Revamped the design elements of the Antivirus solution while contributing to key B2B offerings like GravityZone; this effort produced intuitive interfaces that reduced onboarding time for new users by at least 25%.

- **Interface Development:** Thinking complex interfaces to increase user experiences, achieving a 30% reduction in customer support queries regarding navigation issues by streamlining the design based on comprehensive user testing and feedback.
- **Collaboration:** Activating cross-functionally with product and engineering teams to ensure seamless interface development.

Front-End Developer / Team Lead — King Crown Services — 2010 – 2011

Engineered and maintained ASP and .NET websites for King Crown Services, spearheading the creation of innovative features that improve user engagement, resulting in a 30% increase in website traffic within six months.

- **Website Development:** Orchestrated collaborative sessions with cross-functional teams to conceptualize new online tools; findings led to addressing major usability issues for over 1,000 users during beta testing phases.
- **Innovation:** Developed innovative front-end techniques to optimize user experiences, focusing on features and responsive design.

Education

Polytechnic University of Bucharest - Energy and Nuclear Technologies, Security Systems Engineer
International Academy of Digital Arts and Design - Advanced UX/UI Design and Creative Thinking

Certifications

- Enterprise Design Thinking Co-Creator - IBM
- Enterprise Design Thinking for AI - IBM
- UX Management: Strategy & Tactics - IxDF
- Conducting Usability Testing - IxDF
- UX Strategy Training with Jaime Levy

Honors & Awards

- 2nd Place at CityHack 2017 Bucharest - Orange Telecom
- IBM Service Corps Alum