

Ana Trinchinet

PRODUCT DESIGNER (UX/UI)

SUMMARY

User-centric Product Designer with an architectural background, crafting intuitive digital experiences that engage users and drive business growth.

EXPERIENCE

OOK Group, Moldova, Chisinau — *Product Designer*

OCTOBER 2023 - PRESENT

- Boosted [WishOK](#) Android app to **1,5 M monthly active users** and a **4.8-star** rating by driving A/B tests, usability studies, and user-driven improvements.
- [Established the company's Design process](#) from scratch, raising UX maturity in the first year.
- Led a design team of 2 UX/UI designers and developed company-wide UX strategy.
- Designed and launched **14+ MVP native mobile apps** on Google Play and App Store

Freelance, Bulgaria, Sofia— *UX/UI Designer*

OCT 2022 - SEPTEMBER 2023

- Redesigned the website "[Get AI Assistant](#)" course, and increased conversion rates by **8%**
- Developed a comprehensive Brand Book for healthcare clinics in Kazakhstan, ensuring a cohesive visual identity.

Gazprom Neft, Russia, St.Petersburg — *Architect, Designer*

SEP 2018 - OCT 2022

- Designed digital prototype for workspace booking mobile app.
- Developed a web tool for generating design drafts from client input
- Led the design of 10+ business workspaces and business centers across Russia.
- Built a comprehensive Design Library of 3D reusable elements

PORTFOLIO

atrinchinet.com

LINKEDIN

www.linkedin.com/in/ana-trin/

EMAIL

ana_trin@yahoo.com

SOFT SKILLS

- Stakeholder management
- Business-value oriented
- Collaborative team player
- Design Process & UX Strategy

HARD SKILLS

- UX Research & Testing
- Information Architecture
- Prototyping & Wireframing
- HIG & Material Guidelines

EDUCATION

Automated Buildings Design

- Master Degree | 2016-2018
- [Peter the Great St.Petersburg Polytechnic University](#)

LANGUAGES

- Russian (C2, Native)
- English (C1, Professional)
- Romanian (B1, Intermediate)

HOBBIES

- Run Marathoner
- Contemporary Art Fan
- [ArchDaily](#)-Guided Pilgrim