

Ana Trinchinet

SENIOR PRODUCT DESIGNER | PRODUCT DESIGN LEAD

SUMMARY

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

EXPERIENCE

OOK Group, Moldova, Chisinau — *Product Design Lead*

OCTOBER 2023 - PRESENT

- Boosted [WishOK](#) Android app to **1,5M+ MAU** and a **4.8-star** through UX optimization and A/B testing.
- Drove the end-to-end UX/UI design for [Aesthetic Wallpaper](#) scaling it into a main product with **1M+ Downloads** and **215 000 MAU**
- Designed and launched iOS MVPs for: [CBT Journal](#) and [InkArt](#), shaping early design strategy and product experience.
- [Established the company's Design process](#) from the ground up, elevating UX maturity within the first year by integrating **usability testing, heuristic evaluations, diary studies, online surveys, and continuous user research.**

- **Built and Led the design team**, mentoring junior designers into independent professionals and developing an organization **UX strategy.**

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

OCT 2022 - SEPTEMBER 2023

- Redesigned website “Get AI Assistant” course, increased conversion rates by **8%**
- Developed Brand Book for healthcare clinics in Kazakhstan, ensuring a cohesive visual identity, design landing pages for small businesses

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 development of Building Information Modeling

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