

Tea Mihaila

UX/UI/Graphic Designer

EXPERIENCE 2018+

MARKETING & DESIGN COORDINATOR

SEAN STEVENS PREC* 2018-PRESENT VANCOUVER & REMOTE

- Developed branding, websites, and marketing materials for 30+ multi-unit projects throughout the Lower Mainland
- Created feature sheets, floor plans, property brochures, and branded internal documents
- Developed & managed advertising campaigns for five 4+ unit projects in the Lower Mainland, leading to successful and efficient unit sales
- Assisted with sales & marketing on-site for a 34-unit project in Coquitlam to successfully complete the pre-sales within 2 months
- Performed market research and directed marketing efforts towards high ranking / high ROI online platforms
- Collaborated with other agencies for external services like rendering creation, virtual staging, and floor plan designs

HEAD OF UX/UI

SAASBERRY LABS INC. 2019-2021 VANCOUVER & REMOTE

- Performed client research & participated in shadowing sessions, enabling the team and myself to accurately define business needs
- Developed concepts, wireframes and high-fidelity prototypes
- Collaborated closely with the CTO to meet project deadlines and ensure task completion
- Communicated design solutions to developers to ensure appropriate interpretation and delivery
- Provided additional support to developers by creating prototype video demos explaining design and workflow
- Worked within Azure DevOps & performed various Project and Product Management tasks
- Communicated regularly with clients, presented workflow and designs, and iterated to meet client needs
- Participated in regular sprint & stand-up meetings, and presented progress to team members, clients, and stakeholders
- Planned and designed client presentations with CTO and CEO

WEB DESIGN

CONCRETE CASHMERE DESIGNS 2018 VANCOUVER

- Re-designed company website, enabling them to advertise their services to more exclusive and larger clients
- Delivered complex and detailed proposals under tight deadlines
- Performed market research and developed blog content, leading to an improved online presence and increased customer engagement
- Developed brand guidelines and corporate collateral material

Vancouver-based UX/UI Designer with a focus on the Real Estate industry.

EDUCATION

COMMUNICATION DESIGN

EMILY CARR / BCIT
2018 – 2019, VANCOUVER

HEALTH SCIENCES, BSC

SIMON FRASER UNIVERSITY
2012 – 2017, VANCOUVER

TOOLS

ADOBE CREATIVE SUITE
WORDPRESS
SKETCH & FIGMA
AXURE RP
MAILCHIMP
GOOGLE DOCS
GOOGLE ANALYTICS
MICROSOFT OFFICE SUITE
QUICKBOOKS

FOCUS AREAS

RESEARCH & COMMUNICATION
INTERACTION & VISUAL DESIGN
USER-CENTERED COMMUNICATION
PROJECT MANAGEMENT

LANGUAGES

ENGLISH
ROMANIAN
SPANISH



CONTACT

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