

IRINA BIANCA SERBAN

ABOUT ME

UX Designer at MedApp B.V. and Industrial Design Master graduate with Honors. I like to use digital technologies to inspire and educate. Working in and passionate about innovation and digitalization. Undercover geek with a passion for calculus and logic. Currently on a journey of making medicine use easier and increasing therapy adherence for chronically ill people. My mission is to deliver helpful experiences accessible to the whole range of users within the target group.



CONTACT



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<http://www.irinabiancaserban.com>

EDUCATION

Sept. 2017
Oct. 2019

Master in Industrial Design
Research, Design & Development track
Thesis 8.5/10, Grad. of Honors Academy
Fac. of Industrial Design
@ Eindhoven University of Technology
Eindhoven, Netherlands

Sept. 2014
Aug. 2017

Bachelor in Web Science
Minor in Interactive Intelligent Systems
Thesis 8.5/10, Fac. of Computer Science
@ Eindhoven University of Technology
Eindhoven, Netherlands

Sept. 2010
Jul. 2014

Highschool
Mathematics and Informatics class
Baccalaureate 9.96/10
@ "Vasile Alecsandri" National College
Galati, Romania

WORK EXPERIENCE

Jan. 2020
Present

UX Designer
@ MedApp Nederland
Eindhoven, Netherlands

Responsibilities:

- UX design and research for MedApp V1&V2 mobile applications, B2C website and internal platforms - involved in all stages from ideation to prototyping, validation, iteration and testing
- responsible link between the product design team and the development team
- involved in user and acceptance testing, creation of usability task scenarios and responsible of concept validation through metrics and KPI analytics
- app and website front-end development

Sept. 2015
Jul. 2018

Student Assistant, Tutor & Project Manager
for: Calculus, Logic and Set Theory, Data Structures, Data Modeling, Databases, Mathematical Modeling and Software End Project
@ Eindhoven University of Technology
Eindhoven, Netherlands

Responsibilities:

- helping students with homework, explaining and teaching solutions, grading assignments and tests, guiding students through project processes
- scrum master for a team of 11 students during the development of a software bundle as their bachelor software engineering thesis

TOOLS AND FRAMEWORKS

Adobe CC,
Figma



Html,Css,JS



Flutter
(Android&iOS)



Hotjar, Google,
Azure, Firebase
Analytics



Jira, Asana



PROFESSIONAL SKILLS



PROJECTS I AM PROUD OF

Sept. 2018
Jul. 2019



BRAINPORT CONNECTS (MASTER THESIS)

@Effenaar, Eindhoven, NL

A mobile technology which forces interactions between culturally diverse event attendees through gamification in a research through design experiment. BRAINPORT CONNECTS was awarded a 10K Euro financing for research from [CLICK NL](#) in the context of the [Effenaar Social Cohesion Fieldlab](#). Collaborators: [Uit in Eindhoven](#), [Kickoff Lab](#), [Studio Lot de Haan](#).

Responsibilities:

- **Project manager** - financing application, finding collaborators, negotiating contributions, bookkeeping, process & experiment planning
- **Researcher** - research problem definition & proposal, market and social psychology research to support the concept, experiment design (method, measurements, participants), data analysis, research paper redaction
- **Designer** - design opportunity, requirements definition, ideation, GUI & game design, prototyping in Adobe XD, user testing (co-creation, online forms, interviews, focus groups)



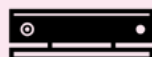
POZE

@Effenaar, Eindhoven, NL

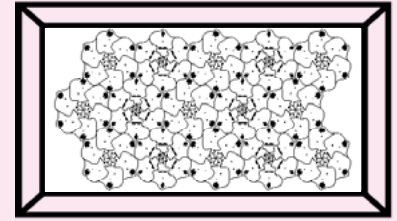
An interactive game using Kinect aimed at connecting festival/party attendees through playful cooperation. POZE received an Excellence grade and was displayed at: [Night of the Nerds 2018](#), [Plugged Festival 2018](#), [HITSZONE event @ Effenaar 2018](#).

Responsibilities:

- **Designer** - game, UX & GUI design for a naturally controlled interface
- **Developer** - programming body detection and collision with Java for Kinect in Processing 3
 - **Researcher** - research on social and psychological theories to support the concept,



Sept. 2017
Nov. 2017



EDEN

@Eindhoven University of Technology, NL

A laser-cut artwork representing a modern day interpretation of the Garden of Eden using two Heesch-Kienzle tessellations. EDEN was exhibited at the [mathematical art exhibition for the 2018 Bridges Conference](#) in Stockholm, Sweden.

Responsibilities:

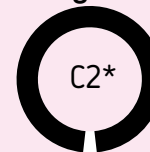
- **Programmer** - coding geometrical shapes using the Heesch-Kienzle tessellation theory, number theory, linear algebra, 2D and 3D geometry in Java (Processing 3), using the [Oogway library](#) in generating repetitive patterns
- **Designer** - creating the right shapes for the tessellations and the blueprint for the laser cutter in Illustrator, painting and assembling the artwork

LANGUAGES

Romanian



English



Dutch



*Cambridge Advanced English certificate, grade A

LIKES AND HOBBIES



pastime
seamstress



fitness
enthusiast*

*Member of Eindhoven Student Polesport Association "Blue" since May 2015

*Member of the SPV "Blue" Show Committee since June 2020

Sept. 2017
Feb. 2018