



Dariana Andrei

UI/UX Designer

✂ **UI/UX Designer** with **4 years** of experience forging immersive user experiences through **wireframing, prototyping, and iterative testing** —merging creativity with **Unity3D, Unreal Engine, and 3D Modeling** to redefine digital engagement .

✉ hello@darianaandrei.com

☎ +40787800293

🌐 darianaandrei.com

🌐 linkedin.com/in/dariana-andrei

WORK EXPERIENCE

UI/UX Designer

Brightshade Games

09/2024 - Present

Toronto, Ontario, Canada (Remote)

Achievements/Tasks

- **Led a User-Centric Redesign** of the **Typhon game** interface, employing **wireframes, interactive prototypes, and user feedback sessions** to significantly enhance player engagement.
- **Advanced Motion & Interaction Design** : Implemented complex **animations and transitions** using **Unity's** animation tools, enhancing user engagement with visually appealing, responsive interfaces.
- **Collaborated in an Agile Setting** with developers and product owners, conducting **design sprints** and **iterative testing** to rapidly refine interaction models and visual hierarchy.

UI Technical Artist

MoonActive

03/2024 - 09/2024

Tel Aviv District, Israel (Remote)

Achievements/Tasks

- **Built High-Fidelity UI Elements** in **Unity** for **Zeni Island - Block Party**, striking a balance between 2D/3D visuals and optimized rendering.
- **Game Flow & Interaction**: Collaborated with designers and developers to align game pacing, difficulty progression, and UI elements (scoreboards, block placement indicators).
- **Collaborated with Game Designers** to adjust pacing and difficulty curves, integrating adaptive UI elements that raised player engagement and retention.

UI Technical Artist

ASSIST Software

01/2023 - 01/2025

Romania (Remote)

Achievements/Tasks

- **Boosted User Retention by 25%** through **targeted design initiatives**, optimizing both on-screen interactions and gameplay flow under strict deadlines.
- **Enhanced Mobile Performance by 15%** via **advanced optimization techniques**, ensuring consistently high frame rates and responsive interfaces across multiple device types.
- **Drove 55K+ Downloads** and earned a **4.8-star rating** on the App Store for **Elly and the Ruby Atlas** by collaborating with designers and developers to deliver a unified, polished **UI/UX**.

EDUCATION

Master's degree Architecture and town planning

Gheorghe Asachi Technical University of Iași

2023 - 2025

Bachelor's degree Architecture

Aristotle University of Thessaloniki (AUTH), GR

2022 - 2023

Study Abroad Scholarship

Bachelor's degree Architecture

Gheorghe Asachi Technical University of Iași

2019 - 2023

HONOR AWARDS

Metaverse Architecture Biennale (09/2023)

M.A.B

- Selected to participate and exhibit in the First Metaverse Architecture Biennale

Next Top Metaverse Build (03/2023)

Renovi

- 1st Prize at contest for House category

My city in metaverse (11/2022)

Nvidia x F64

- 1st Prize at contest

CERTIFICATES

UX/UI Design Course - Kreativstorm

Gamification - How to Create Engaging User Experiences - IxDF

The Ultimate Guide to Visual Perception and Design -IxDF

WORK EXPERIENCE

UI/UX Designer (AR/VR)

NVIDIA

09/2023 - 11/2023

Romania, Bucharest (Hybrid)

Achievements/Tasks

- **Metaverse Demonstrations:** Designed and presented real-time 3D Metaverse architecture concepts, **showcasing cutting-edge immersive experiences** that underscored the importance of intuitive controls and clear visual cues in VR.
- **Storyboarding & Prototyping:** Created **storyboards, user flows,** and **clickable prototypes** to illustrate interactive pathways in VR environments.
- **3D Modeling & Animation Integration:** Optimize 3D models for VR, ensuring smooth transitions, reduced latency, and **consistent framerates** for a comfortable user experience.

UI/UX Designer (AR/VR)

Centric IT Solutions

06/2021 - 01/2023

Romania (Remote)

Achievements/Tasks

- **End-to-End AR/VR Design:** Owned the full **UX design cycle** for AR and VR projects—from **user research** and persona creation to **low-fidelity wireframes, hi-fidelity prototypes,** and final **3D asset integration** in **Unity**.
- **User-Centered Innovation:** Drove concept development and testing of novel AR/VR features, gathering user feedback through on-site testing, surveys, and remote usability studies to refine and validate interaction models.
- **Maintained Performance & Stability** by optimizing memory usage and rendering pipelines, securing stable framerates across a diverse range of devices and AR/VR platforms.

UI/UX Designer (AR/VR)

Forbes Magazine

09/2022 - 12/2022

Romania (Remote)

Achievements/Tasks

- **Editorial AR Integration:** Conceptualized and developed an AR application for Forbes Romania, enhancing editorial content with interactive 3D elements that aligned with the magazine's brand and **UX guidelines**.
- **Prototyping & Iterative Testing:** Engineered functional prototypes in **Unity**, conducting iterative usability tests with editors and readers to capture feedback and refine **navigation flows** and **interaction patterns**.
- **Compelling Storytelling Through Animation:** Designed **motion graphics**, transitions, and **on-brand UI elements** that transformed static articles into immersive experiences.

CERTIFICATES

Taking Control: Midjourney x ControlNet - Studio Carlos Banon-PAACADEMY

ArchiMetaverse Pro 2.0 for Digital Open Worlds - Mariana Cabugueira Studios

Foundations of User Experience (UX) Design - Google

Spark AR Certification - Meta

Spark AR Course - Meta

TECHNICAL SKILLS

UI/UX Design

User Research & Testing / Wireframing and Prototyping / Visual Design & Branding / Interaction Design / Design Systems & Style Guides

UI Technical Art

Art Integration / Shaders and Materials / Lighting and Rendering / Performance Optimization / Particle Systems and VFX

3D Modeling:

Conceptual Modeling / HighPoly-LowPoly modeling / Texturing and UV Mapping / Lighting and Rendering / Animations

EXPERIENCE:

3+ Years with Adobe Creative Suite (XD, AI, PS, AE, ID)

3+ Years in Unity (Game/UI Prototyping)

3+ Blender

1+ Unreal

1+ Figma

4+ CAD Softwares (Autocad, Archicad, Revit)