

George Negoita

Product Designer

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Profile

Creative and analytical Product Designer focused on creating flawless experiences through design. Big-picture thinker with a data background, always keen to learn more to create high-quality products. Great communicator and team-player with excellent interpersonal skills who is self-disciplined, self-motivated.

Experience

Backbase / UX/UI Designer

AUG 2022 - PRESENT, LONDON

Designed digital banking experiences across lending and financial-service products with a strong focus on personal loans for both new and existing customers.

Worked on complex customer journeys and supporting capabilities including mortgage product transfers, credit-related flows and trade finance experiences such as letters of credit.

Collaborated closely with product managers, engineers and business stakeholders to shape solutions that balanced user needs with technical, regulatory and commercial constraints.

Conducted moderated and unmoderated user research to inform design decisions and improve complex financial journeys.

UX Portfolio (Personal Project) / UX/UI Designer

JUN 2021 - APR 2022, LONDON

Worked on a UX portfolio to further develop my design skills and tie it all together.

Split the Bill - Concept Barclays app feature allowing users to split the bill.

Open Banking - Challenger credit reference platform that allows underwriters instant access to lenders' bank

Cryptrade - Crypto trading app

thortful / Digital Media Executive

NOV 2018 - JULY 2022, LONDON

In charge of over £1 million in total advertising spend and responsible for driving back existing customers, refining customer segmentations and running A/B tests as well as reporting back performance to the wider team.

Created, edited and iterated videos/animations based on past performance. Designed, built and published AR filter to keep existing customers engaged.

Sassie.co / Marketer/Co-founder

MARCH 2018 - SEPTEMBER 2018, LONDON

Co-founded an e-commerce store which generated +\$100k in revenue and managed an ad spend of \$44,431.85 for the Facebook and Instagram campaigns.

Was involved in all processes, from customer acquisition to website funnel strategic planning, setup and improvements.

Conducted A/B tests and analysed user behaviour, conversion data and funnel performance through Google Analytics and Hotjar to create the best browsing experience and optimise the page to achieve our conversion goals.

Level Up Media / Social Media Executive

FEB 2017 - FEB 2018, LONDON

Used Facebook insights to define the target audience and encourage growth via paid promotion. Created daily and monthly reports to analyse the content quality and other KPIs.

Novo Games / Game & Level Designer/Co-founder

OCT 2014 - AUG 2016, COLCHESTER

Responsible for game design ensuring a pleasant gaming experience and robust mechanics. Created rigs and 3D animations for game characters using Maya. Launched four mobile games out of which one featured on AppStore.

Education

University of Essex

BA International Relations, First Class Honours Degree

OCT 2013 - JUN 2016, COLCHESTER

Skills

Design

Design Thinking
Visual Design
Sketching
User Flows
Wireframes
Prototyping
Design Research
Design Strategy

Software

Figma
Miro
Photoshop
AfterEffects
Maya
Premiere Pro
Google Analytics
Amplitude
Segment

Sports

Gym
Basketball
Skiing
Swimming
Tennis