



Contact

📍 Bucharest, Romania · open to remote
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Skills

Design
Figma · UX Research · Usability Testing · Wireframing · Prototyping · UI Design · Design Systems · Responsive Design · Photoshop · Illustrator · Claude Code · MCPs
Development
React Native · TypeScript · JavaScript · HTML & CSS · SQL · Python · Git

Languages

Romanian	Native
English	C2 · fluent
German	A2 · basic

Education

Business Informatics
ASE Bucharest, Economic Cybernetics, Statistics & Informatics
2023 to 2026

Google UX Design Certification
Google · Coursera | UX Design, Research & AI-assisted workflows
2026

Sfântul Sava National College
Mathematics-Informatics, English programme
2018 to 2022

Alessia Cezara Badea

UX/UI Designer

Profile

I'm a UX/UI designer in Bucharest. I spent 16 months owning the frontend of a mobile app, designing the interface and building it in React Native, so my handoffs are things engineers can actually build. I work end to end in Figma, from research and flows through to hi-fi UI and prototypes, alongside brand and promotional design for an e-commerce client.

Selected projects

Bănuț (case study)

Shared-expense tracking app for households. I did the competitor analysis, personas, user flows, hi-fi UI and brand identity, prototyped it in Figma, then ran usability testing that led to multi-currency logging and overspending alerts. Built in React Native, Play Store release pending.
End-to-end UX/UI and build · research, flows, hi-fi UI · Figma, React Native

TutorMatch (case study)

Tutor-matching app and responsive web app for parents. I ran a competitor audit and parent surveys, built the persona and user flows, designed the wireframes and hi-fi UI, and prototyped it. Usability testing moved matching from saved profiles to a per-search quiz.
End-to-end UX/UI · research, user flows, wireframes, hi-fi UI, prototype · Figma

Full case studies at alessia-badea.netlify.app

Experience

Freelance Product & Brand Designer

Self-employed Jul 2026 to Present

- Design mobile app UX/UI end to end, from flows and wireframes to prototypes I build myself in Figma and HTML/CSS.
- Run brand and promotional design for an e-commerce client, including Meta ad creatives, social assets and a full visual identity.
- Work directly with clients through briefs and revisions, keeping one design system consistent across projects.

Mobile App Front-End Developer

Interpixel Dynamics · Internship Nov 2024 to Mar 2026

- Owned the entire frontend: UI design, screen layouts and user flows, then built them in React Native and TypeScript.
- Designed and shipped features end to end, from interface decisions through to production code with Expo and Firebase.
- Set the app's navigation structure and component states, then refined the UX once it was in real use.

Available for international remote roles · EU work eligibility (Romania)