



# RADIANA GHENCEA

UI/UX & GRAPHIC DESIGNER

## ABOUT ME

I'm a passionate junior designer, doodler, and storyteller at heart, blending my love for illustration and copywriting with UX/UI principles to create designs that truly connect. After living in Germany, England, and the USA over the past six years, I've gathered life experiences that fuel my creativity and help me craft intuitive, user-friendly interfaces. My goal is to keep learning and growing, designing with empathy to make each interaction as seamless as possible.

**BRAȘOV, RO** **0726/764.565**

**radiana.iliesiu@gmail.com**

## HARD SKILLS



## LANGUAGES

English (advanced)  
German (telc B1 certificate)

## HOBBIES



## MY EDUCATION

- PIXELLAB LEARNING PATH** 2024  
UX/UI Design
- PIXELLAB LEARNING PATH** 2022 - 2023  
Graphic Design
- LONDON ART COLLEGE** 2017 - 2019  
Illustrating Children's Books
- SNSPA BUCHAREST** 2012 - 2014  
Master's Degree in Advertising
- TRANSILVANIA UNIVERSITY** 2007-2009  
Bachelor's in Communication & PR

## WORK EXPERIENCE

- UX/UI DESIGNER** jun 2025 - present  
CleverBooks AR Standards for Education  
Enhanced the UX and UI of an EdTech SaaS platform through cross-functional collaboration. Conducted user research to uncover key insights, and crafted wireframes and prototypes to deliver an engaging, user-centered experience for educators.
- FREELANCER** 2019 - 2024  
Children's Illustration & Graphic Design  
User-centered, clean, print and digital layouts, blending strong hierarchy, typography, and color with cohesive branding and story-first design.
- COPYWRITER** 2013 - 2016  
Marks / Arena Communications  
Developed compelling content for web and social media. Assisted in ideation and execution process of ATL campaigns. Crafted engaging content for traditional media, naming projects and proofreading.

## VOLUNTEERING

- PRIME BRAȘOV** | **LET'S DO IT, ROMANIA!**



THANK YOU