

GABRIEL AGU

Web/UX designer · Amsterdam

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Work Experience

- jan 2012- present **Web designer** at Booking.com (www.booking.com)
Creating new features and setting them up as experiments aimed at improving the customer user experience on Booking.com, driving conversion and loyalty. (sketching, wireframing, mockups, designing the UI and interaction, front-end coding, rolling out code and setting up the experiments)
- jan 2009 - dec 2011 **Senior UX designer** at Green Pixel (www.greenpixel.ro)
Creating brand communication materials on online and offline mediums, online user and visual experiences (ranging from microsites to large scale platforms), front-end design and other types of design elements.
- aug 2008 - jan 2009 **Senior designer** at Content Speed (www.contentspeed.ro)
Designing new features and functionalities for the core of an online commerce platform, in order to build a better user experience and drive conversion.
- aug 2007 - aug 2008 **Design team leader** at Content Speed (www.contentspeed.ro)
Overseeing design projects and ensuring that high quality results are delivered by a team of up to 10 designers.
- jan 2007 - oct 2007 **UI and web designer** at Eau de web (www.edw.ro)
Provided web and UI design services for local clients as well as consultancy for the European Environment Agency.
- may 2006 - jan 2007 **UI and web designer** at QCNS
Web, graphic and UI design, front-end development for the company's websites and platforms.
- apr 2005 - may 2006 **Junior web designer** at Onlinedev (www.onlinedev.ro)
Designing various online communication elements for the websites created by the company.

Education

- 2009 3 month course in drawing and painting (Varuna Art Foundation, Bucharest, Romania)
- 2004 Bachelor of Arts in Language and Literature (Bacau University, Bacau, Romania)
- 1999 1999 - Highschool graduation diplomma (St. Joseph High School, Bacau,

Technical skills (buzzword bingo)

Knowledge and understanding of:

- web design principles (Pareto principle, rule of thirds, feedback, proximity, contrast and so on)
- consumer psychology
- online user behavior
- design, web aesthetic and interaction trends
- typography
- color theory
- prioritizing for impact
- (x)HTML and CSS semantic use (yes, also HTML5 and CSS3)

Working knowledge of:

- versioning systems (Git mostly, also some SVN)
- templating systems (worked with Smarty a while ago, and various custom templating languages)
- Wordpress
- front-end integration with various back-end coding languages (PHP, ASP, Python, Perl)
- A/B testing
- user testing
- business-driven data analysis

Tools:

- Coda / TextMate / Sublime 2
- OS X (preferred, but I can also work on PC)
- VirtualBox / VMWare Fusion (for multiple XP versions testing)
- Photoshop / AI
- pen and paper
- Paper (iPad)

Languages

English - proficient
French - functional
Romanian - native

Passionate about

- UX - seriously, I love what I do.
- boardgames (Catan, Shogun, Pandemic)
- books (too many to mention)
- movies (way too many to mention)
- biking (on and off the road)

More about me

designispoetry.com
linkedin.com/in/gabrielagu
twitter.com/gabiagu
facebook.com/gabriel.agu
last.fm/ragnarokr
flickr.com/photos/ragnarokr/

Trivia

- delivered a keynote about design at a PRime Romania Event to PR students (2009)
- interviewed by Seo-romania.com on the topic of user experience (2009)
- participated in several art exhibits (drawings / paintings / video) (2001-2010)
- founded a local web professionals' community, www.webdesignbox.ro, along with several other Romanian designers (2006)