# MARIA DUMITRESCU

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**Portfolio**

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## EDUCATION

**Minerva University,** *B.Sc. in Computer Science and Product Design, Graduation: 05/2027*     **San Francisco, CA**
- GPA: 3.8; Coursework: **Prototyping and Wireframing**, 3D Interaction Design, User Behavior Psychology, **Data-Driven Design**, **User Experience Research, Immersive Experience Design, Prompt Engineering**

**National Taiwan University,** *Exchange Neuroscience and Data Science Research Student*     **Taipei, Taiwan**
- Conducted usability-focused neuroscience research on cognitive responses (ERP, P300, N400) to analyze human interaction. Specialized in data visualization and signal processing to improve UI interactions.

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**TOOLS:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Blender, Python,  Tailwind, HTML, CSS, JavaScript (Typescript), React; A/B Testing, Hypothesis Testing, Usability Testing, Prompt Engineering

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## WORK EXPERIENCE

**Let's Uni |** Founder and Head of Product Design, *May 2024 - Present*     **Bucharest, Romania**
- Led website redesign, yielding **a 200% increase** in leads through effective A/B testing and optimized UI/UX.
- Applied SEO techniques and amplified social media outreach on Instagram, Facebook, and TikTok, increasing online visibility **by 60%** and student engagement **by 70%.**
- Utilized design systems, incorporating over **50 LMS templates**, **100+ UI components, 5 user personas.**

**Minerva University |** Product Design Intern, *Sep 2023 - Present*     **San Francisco, CA**
- Redesigned application to reduce drop-offs, improved by adding save states increasing completion by 30%.
- Conducted user research on Instagram and TikTok, finding pain points improving content for over **1M users.**

**BEARVFX** | Software Engineer Intern, *Sep 2024 - Dec 2024*     **Taipei, Taiwan**
- Built AI-powered tools to automate video voiceovers, subtitles, and slide syncing.
- Reduced manual effort by 30% and improving production speed by 50%.

**Vincent Gao** | Product & Data Analyst, *Jul 2024 - October 2024*     **New York, NY**
- Designed data-driven content strategies by analyzing **user behavior** and **engagement trends**
- Built automated dashboards and visualizations using Python to inform design and marketing decisions.

**River Project** | UI/UX Designer & Front End Developer Intern, *Jun 2024 - Sep 2024*     **Princeton, NJ**
- Redesigned website using **Vue, TypeScript**, and **Tailwind CSS**, increasing user engagement **by 25%.**
- Designed **50+ user-friendly graphics** for MVP and post-MVP stages, improving overall UI consistency.
- Implemented dark mode and **10+ micro-interactions**, enhancing user satisfaction and site accessibility.

**Mensa** | Product and Graphic Designer, *Jun 2024 - July 2024*     **Bucharest, Romania**
- Developed and executed a high-visibility logo and designed 3 impactful marketing campaigns for EMAG24.

**Marie Lee Shop |** Founder & Head Product Designer, May *2021 - Jul 2023*     **Geneva, Switzerland**
- Achieved **1,300+ sales** and **485K monthly Pinterest views** by designing 57 products.
- Improved website and offerings through data and user feedback, boosting conversion **by 70%**.

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## PROJECTS

**AI UI/UX Feedback Tool |** Personal Project, *March 2024 - Present*
- Built and designed an AI-powered feedback tool in Figma, React, TypeScript, and Tailwind,
- Integrated Gemini and Claude APIs for real-time feedback on layout, usability, and accessibility.

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## CERTIFICATIONS

**BCG - Strategic & Experience Design, Google User Experience Design Professional Certification**, Blender 3D Basics, **Figma UI UX Design Advanced**, The Complete Web Development Bootcamp, JavaScript (Basic)

**Affiliated Organizations:** Rewriting the Code, Girls Who Code, CodePath;