

# Andrei Vidaicu

As an experienced UX designer, I help solve complex business challenges through innovative solutions that deliver customer value using agile methodologies.

## Work Experience

NSW DEPARTMENT OF CUSTOMER SERVICE  
**Senior UX/UI Specialist - Digital NSW**

Feb 2023 - Jan 2025  
Sydney, NSW

### Digital NSW website

- Led the redesign of the Digital NSW website homepage using a data-driven approach to increase user engagement while ensuring a balanced representation across all Digital NSW branches.
- Translate user requirements, business objectives, and technical feasibility into high-quality design deliverables - including the NSW State Digital Strategy, NSW Automation Guide and Artificial Intelligence (AI) policy.
- Reduced team workload by mentoring other designers within the branch and implementing a Figma template workflow that enabled them to create Digital NSW website pages.

### NSW Digital Design System

- Led UX/UI and manage an enterprise Figma UI Kit for 100+ product teams, creating standardised components including writing documentation.
- Increased monthly active users on the NSW Digital Community platform through data-driven engagement strategies.
- Conducted regular customer website audits - identifying and implementing improvements.
- Actively contributed to implementing WCAG 2.2 AA guidelines and staying current with accessibility standards and best practices to ensure digital inclusivity across all design system components.
- Improved the navigation system on smaller devices.

STUDY GROUP

**Lead UX/UI Designer / Front-end software engineer**

Aug 2011 - Jan 2023  
Sydney, NSW

- Led UX/UI initiatives for complex Salesforce integrated systems, including an agent portal, course finder, and completely rebuilt payment system. These improvements resulted in increased application form submissions and reduced support requests.

- Contributed to a UI Component library, standardising design elements and reducing design inconsistencies.
- Educated non-digital designers on UX principles.

## EXPRESS MEDIA GROUP

July 2009 - June 2011

### **Website designer/ developer**

Sydney, NSW

- Drupal CMS theming, design, and development.
- Provided CMS maintenance and support for a diverse portfolio of over 20 websites across various industries.
- Designed and coded EDM templates.

## VARIOUS

2004 – 2009

### **Print designer, Pre-press operator**

Sydney, NSW & London, UK

- Large format print design, stationary design, editorial design, branding, photo retouching and restoration.

## Education

### HORNSBY TAFE INFORMATION TECHNOLOGY

2000 - 2003

### **Advanced Diploma of Graphic Design (Visual Communications)**

Sydney, NSW

## Skills

- UX/UI design, interaction design, UX research, system thinking, design systems, content design, design strategy, usability testing, visual design principles, illustration, communication, accessibility, front-end development, Wordpress, Drupal, Sitecore.

## Tools

- Figma / Figjam / Miro / Adobe Illustrator / Adobe Photoshop / JIRA / Trello / Notion / HTML / CSS / Javascript / jQuery / Angular / Github / VS Code / BrowserStack / JAWS (screen reader)