



Andrei Vidaicu
Senior UI/UX Designer

andreividaicu.com

Current Experience



Senior UX/UI Specialist - NSW Design System

NSW Department of Customer Service | February 2023

Core responsibilities -

- Design, maintain and support the NSW Design System Figma UI Kit.
- Work closely with research and development teams to identify and frame customer problems.
- Apply a systems-mindset turning ideas into high-quality innovative solutions in alignment with NSW government priorities.
- Create component usage and guidelines, and documentation.
- Collaborate closely with our design system partners to ensure consistency and alignment with the NSW brand.
- Promote the adoption and presence of the design system within the government.
- Lead UX/UI design activities from discovery to delivery for various sections on the Digital.NSW website.

Previous Experience



UX/UI Designer/ Front-End Developer

Study Group | 2011 - 2023

Core responsibilities -

- Designing web based applications that meet W3C Accessibility Standards.
- Analyzing trends and themes and presenting findings to cross functional teams.
- Identify and prioritize achievable outcomes required for the MVP and future releases.
- Create style guides and contribute to a larger design system.
- Contribute to help and improve UX writing, tone of voice.
- Guide other non-technical designers into how to design for online medium.
- Deliver solutions and meet objectives in a fast-paced environment switching between tasks in high-pressure situations.
- Developing web based Javascript applications (Angular).
- CMS maintenance and support.

Previous Experience

Website designer/ developer

Express Media Group | 2009 - 2011

Core responsibilities:

Drupal CMS theming, design and development.

- CMS maintenance and support for 20+ websites ranging from lifestyle, motoring and craft.
- EDM template design.

Education

Advanced Diploma of Graphic Design (Visual Communications)

Hornsby TAFE | 2000 - 2003

Print designer, Pre-press operator

Various | 2004 - 2009

Core responsibilities:

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

You can find detailed case studies at:
andreividaicu.com

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