Andrei Vidaicu
Senior UX/UI Designer

andreividaicu.com in

Work Experience

NSW DEPARTMENT OF CUSTOMER SERVICE

Senior UX/UI Specialist - Digital NSW

Feb 2023 - Present
Sydney, NSW

Digital NSW website

- Designed a fresh new face for the Digital NSW website homepage, increasing user engagement while giving all seven branches an even piece of the pie.
- Leveraged the NSW Digital Design System to deliver scalable solutions that reduced development time while maintaining brand consistency and meeting both user needs and business objectives - 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

- Lead UX/UI and manage an enterprise Figma UI Kit for 100+ product teams, creating standardized components with documentation for NSW government websites.
- Established a baseline for measuring success on the NSW Digital Community platform, used for engaging and learning from our customers.
- Conduct 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 UI Designer / Front-end software engineer

Aug 2011 - Jan 2023
Sydney, NSW

- Led UI initiatives for complex systems, including an agent portal, a new course finder replacing a legacy system, and a payment system rebuilt from the ground up resulting in increased user efficiency.
- Built Angular applications and supported and maintained Sitecore CMS, improving system performance and content management efficiency.

- Contributed to a UI Component library, standardizing design elements and reducing design inconsistencies.
- Created a reusable component library for an outdated content management system (RedDot CMS), reducing development time by 50% and improving consistency across international study centers and universities.
- Educated non-digital designers on UX principles.

EXPRESS MEDIA GROUP
July 2009 - June 2011 | Sydney, NSW
Website designer/ developer

- 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 | Sydney, NSW & London, UK
Print designer, Pre-press operator

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

Education

HORNSBY TAFE INFORMATION TECHNOLOGY
2000 - 2003 | Sydney, NSW
Advanced Diploma of Graphic Design (Visual Communications)

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)

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