



Nicolae Nicolache

UX UI Designer

15+ Years Experience

B2B & B2C Expert

Skills

- User-Centred Design
- Interaction Design
- Prototyping
- Design Workshops
- Information Architecture
- Personas & User Research
- Style Guides & Specifications
- Motion Design

Software

- Figma
- Adobe Creative Suite
- Sketch
- Invision

Education & Certifications

- **Interaction Design Foundation** - 2020
 - Become a UX Designer from Scratch - IxDF
 - User Experience: The Beginner's Guide - IxDF
 - Design Thinking: The Beginner's Guide - IxDF
 - Human-Computer Interaction (HCI) - IxDF
- **Computer Programming** - 2006-2011
 - Computer Science, Alexandru Ioan Cuza University

Languages

Romanian - Native
English - C2 Proficient

@ Contact

- ☎ +40 749 128 181
- ✉ nicolae.niculache@gmail.com
- 🌐 www.niculache.com
- 📍 Bucharest. Romania.

📁 About Me

I'm a passionate UX/UI Designer with a proven track record of transforming complex business challenges into intuitive digital experiences. Previously, I worked for a leading provider in M&A virtual data room solutions, where I honed my expertise in high-stakes financial technology.

Throughout my career, I've supported strategic marketing efforts, led development teams in creating exceptional deliverables, and facilitated the design and delivery of high-profile products and services. My approach combines deep user empathy with technical precision, ensuring every design decision drives measurable business value.

My technical background spans web and mobile B2B and B2C products at corporate, public, and enterprise levels, serving both internal and external clients. From banking platforms to educational tools, I've consistently delivered solutions that balance user needs with business objectives.

🏷 Industry Expertise

- Advertising Agency
- Research & Education
- Finance
- Creative Services
- Retail

Banking/Financial - 3 years 8 months

Finance - 2 years

Advertising - 6 years 2 months

Research - 2 years 3 months

<> Core Skills

- Figma
- Design Thinking
- User Flows
- Visual Design
- Wireframing
- Personas
- Low & High Fidelity Prototypes
- Heuristic Evaluation
- Usability Guidelines

🤝 Methodology & Collaboration

- Agile/Scrum
- Design Sprints
- Remote Collaboration
- Cross-functional Teams
- Stakeholder Management
- Business Analysis



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Experience

- 02/2020-02/2026

UX UI Designer

Endava

Gathered and evaluated user requirements, in collaboration with product managers and engineers.

Prototype Design

Deliver High fidelity prototypes

Deliver Core UI components

UI Design Systems

Interface style and layout determination.

- 10/2017-02/2020

UX UI Designer

Intralinks

Gathered and evaluated user requirements, in collaboration with product managers and engineers.

Competition product analysis in terms of business objectives, user needs and brand direction.

Requirements document issuance based on users/stakeholders interviews and related data collection.

Prototype Design.

Low fidelity prototypes.

Interface style and layout determination.

Product feasibility testing as a result of feature introduction/role changes in M&A life cycle and Alternative Investments.

- 03/2016-10/2017

UX UI Designer

IBM

Prototype Design.

Estimates for new business proposals.

Designed UI/Visual interfaces, icons, images and visual content.

- 10/2013-03/2016

Web Developer

Centrade

Developed Flash Banners, Landing pages, Flash apps in an advertising environment.

Designed and developed Customizable Flash content and HTML5 Banner

Created Video animations

- 04/2012-10/2013

Web Developer

BBDO Group

Developed Flash Banners, Landing pages, Flash apps in an advertising environment.

Designed and developed Customizable Flash content and HTML5 Banners

Created Video animations

- 06/2011-04/2012

Web Developer

Flexidea

Developed Flash Banners, Landing pages, Flash apps in an advertising environment

Designed and developed Customizable Flash content and HTML5 Banners

- 03/2010-06/2011

Web Developer

FlashXML.net

Developed Flash Banners, Landing pages, Flash apps.

Designed and developed Customizable Flash content.



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Portfolio #1

Predictive analytics / Scenario Simulator

Measures research progress, experimentation success, and innovation ROI.

High-level of organizational performance, showing progress toward strategic goals. Focused on financials, growth, and key outcomes, often designed for board-level decisions.

Industries

- Finance
- Corporate Management
- Technology
- Education Administration
- Government
- Automotive
- Retail

Use Cases

Finance - Credit risk scoring, portfolio performance forecasting, profit margins, revenue growth, and operating expenses

Corporate - Burnout monitoring and engagement analytics, employee turnover vs. industry standard

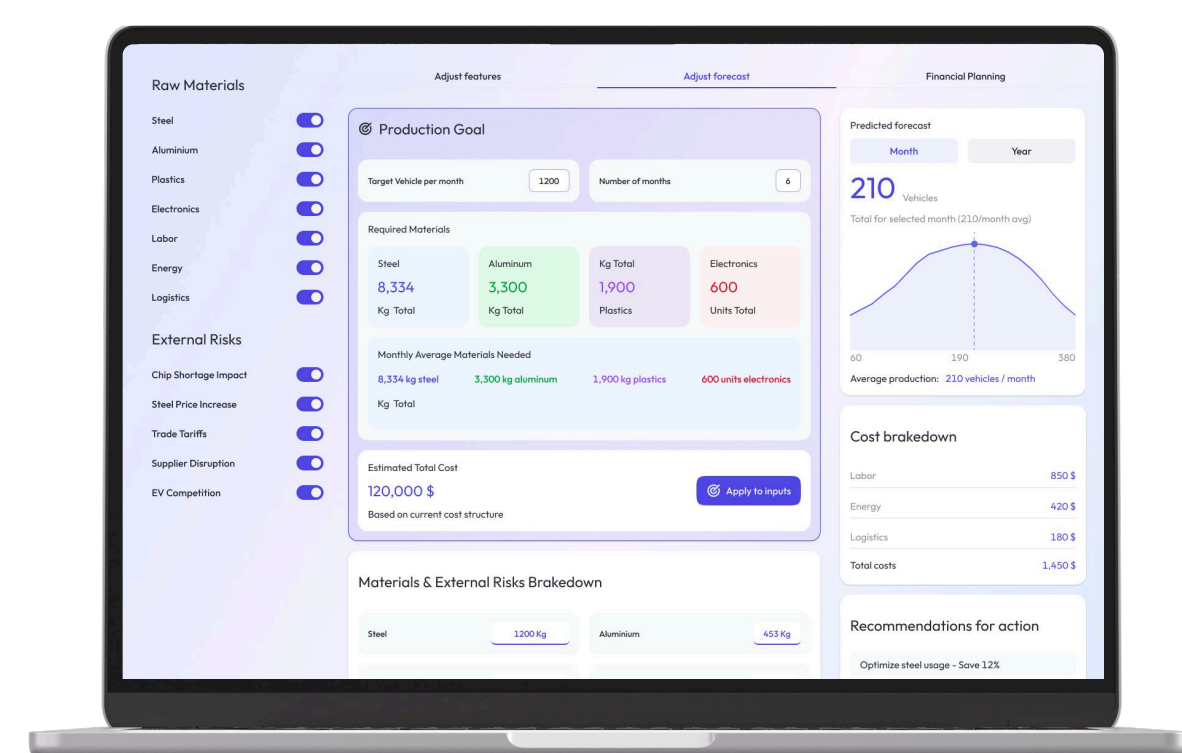
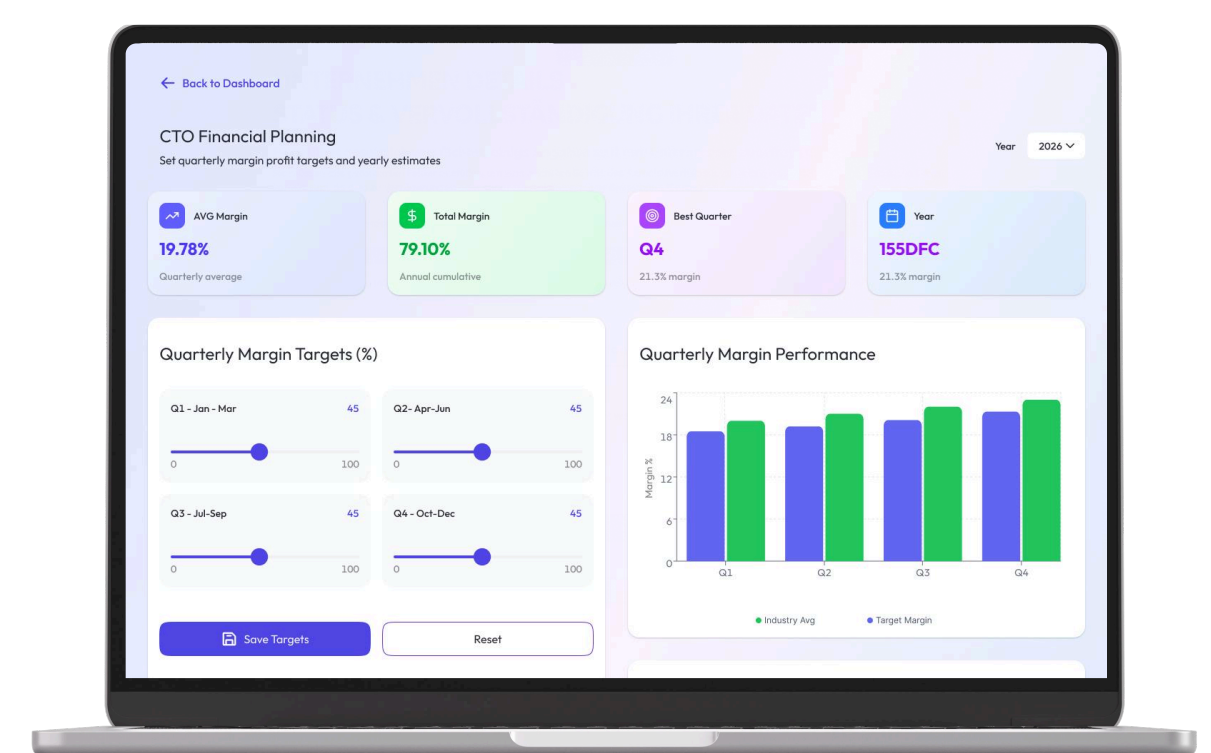
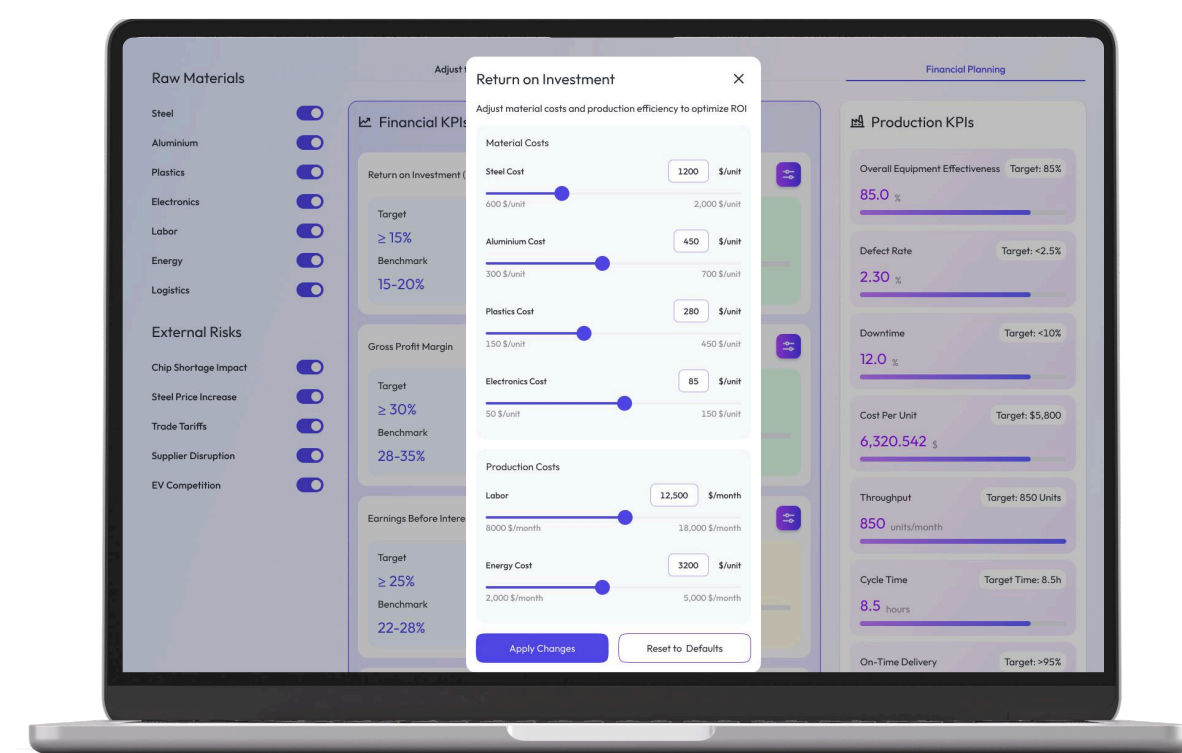
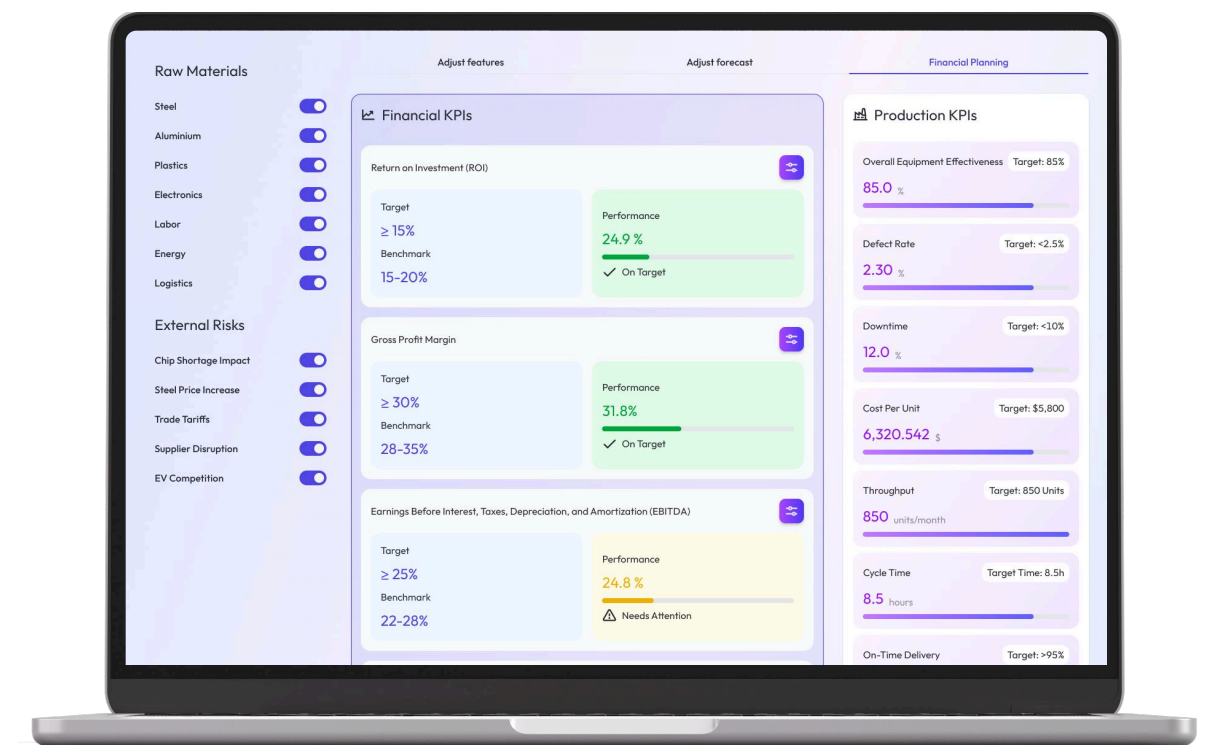
Tech - Customer Satisfaction, R&D investment vs. patent output, Agile sprint tracking and team velocity metrics

Education Administration - Enrollment trends, graduation rates, faculty utilization, school vs. district vs. national test score averages, research publication impact and funding distribution

Government - Budget efficiency, citizen satisfaction, initiative progress, city-level sustainability KPIs and SDG progress

Automotive - Prototype testing metrics and product innovation rates

Retail - Store footfall, POS transaction speed, daily revenue trends, store revenue vs. region or national average, sustainable sourcing and supplier impact





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Portfolio #2

Medical Analysis

The UEFA Medical Analytics platform provides medical teams, physiotherapists, and club management with powerful tools to track and analyze player injuries across all UEFA competitions.

By aggregating anonymized injury data from participating clubs, the platform enables unprecedented insights into injury patterns, risk factors, and prevention strategies.

Purpose

This application serves as a central hub for UEFA's injury surveillance program, helping to improve player welfare and reduce injury rates across European football.

Enhanced benchmarking tools allow clubs to compare their injury statistics against league averages and best practices anonymously.

Target Users

- Medical Staff** - Club doctors and physiotherapists who need to track player health and recovery
- Coaching Staff** - Managers and trainers who need insights for squad management and training load
- UEFA Medical Committee** - Governing body members who oversee player welfare across all competitions

Features

- Injury Frequency Measurement
- Enhanced Benchmarking Tools
- Predictive Analytics
- Real-time Reporting
- Custom Dashboards
- Data Security & Compliance

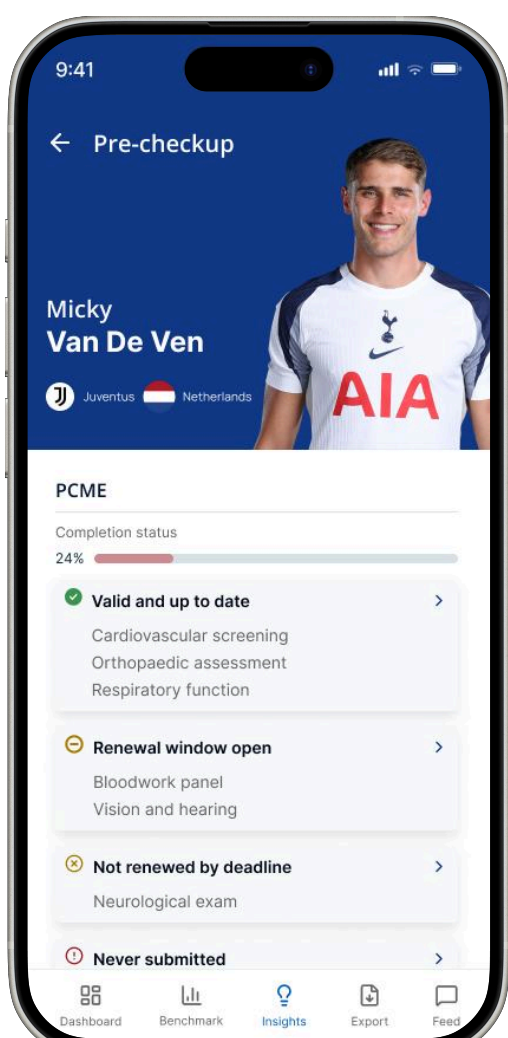
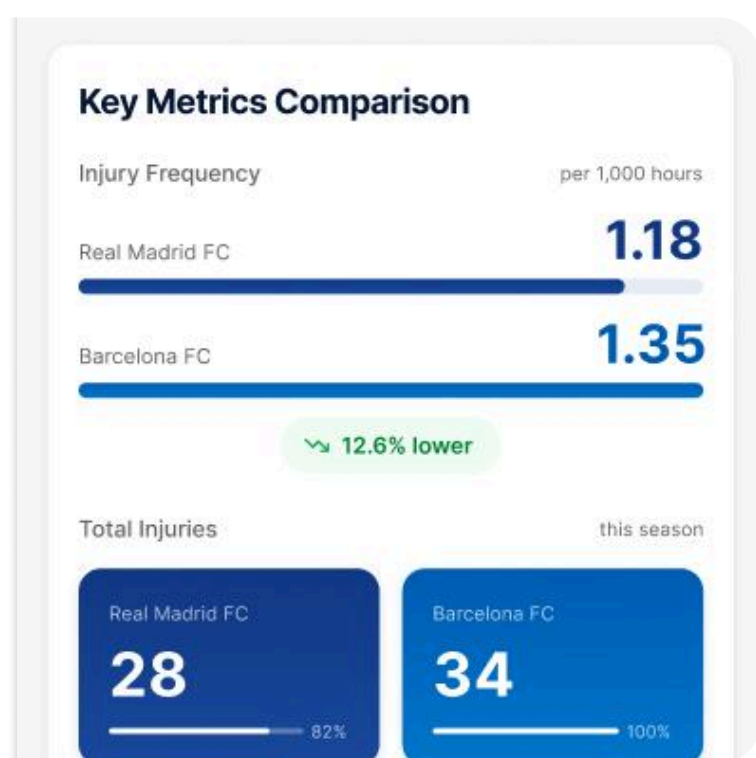
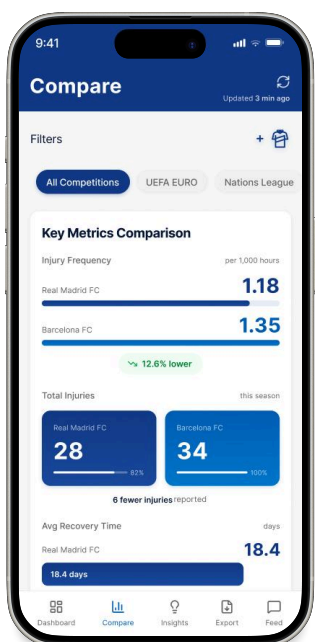
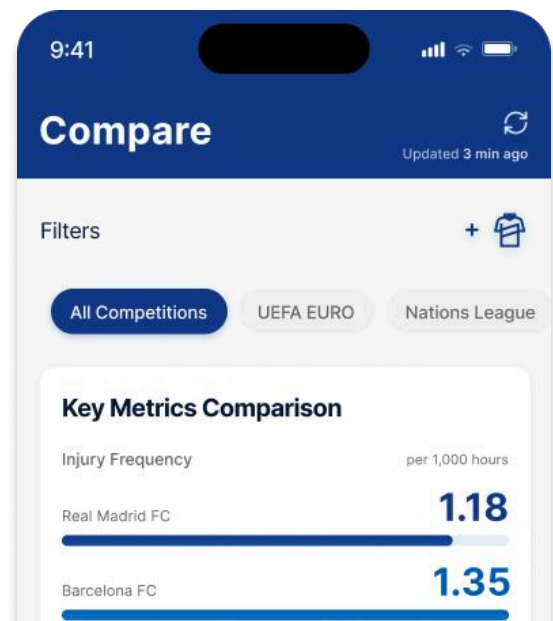
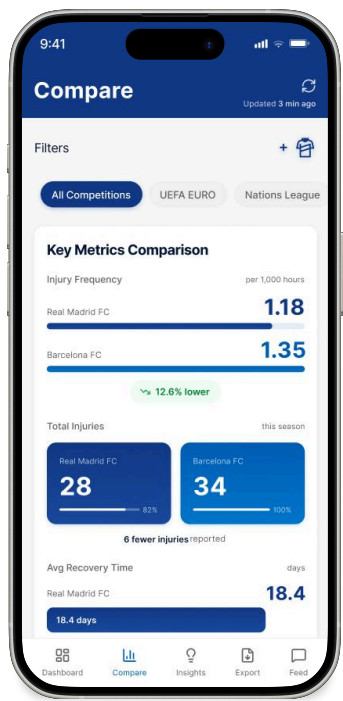
Track and categorize injuries by type, severity, body location, and mechanism. Measure injury incidence rates per 1000 hours of exposure (training and match play).

Compare your club's injury metrics against anonymized data from similar clubs, leagues, and competitions. Identify areas for improvement and best practices.

Leverage machine learning algorithms to identify injury risk factors and predict potential injuries based on workload, match schedule, and historical data.

Submit injury reports directly from the touchline or medical room. Automated notifications keep relevant stakeholders informed of player status.

Personalized views for different roles - medical staff, coaches, and management. Filter and visualize data according to specific needs and responsibilities.





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Portfolio #3

Gulf Air

The Gulf Air web and mobile application represents a complete reimagining of how airline technology should serve passengers. This isn't just a booking tool—it's your personal travel assistant, companion, and command center for every journey you take with Gulf Air.

Purpose

Travel shouldn't be stressful. Our mission was to create a unified platform that handles every aspect of the journey—from initial booking to final arrival—with elegance, speed, and reliability that matches our in-flight service.

Target Users

- Business Travelers** - Professionals who need efficiency and reliability for frequent travel.
- Leisure & Family Travelers** - Vacationers and families seeking memorable travel experiences.
- International Students** - Students traveling for education with unique baggage and budget needs.
- VFR Travelers** - Passengers visiting friends and relatives across the Gulf Air network.

Features

- Easy Booking
- Mobile Boarding Pass
- Real-Time Updates
- Secure Payments
- Trip Management
- Falcon Flyer Rewards

Search and book flights in seconds with our intuitive interface. Compare fares, select seats, and complete your reservation effortlessly.

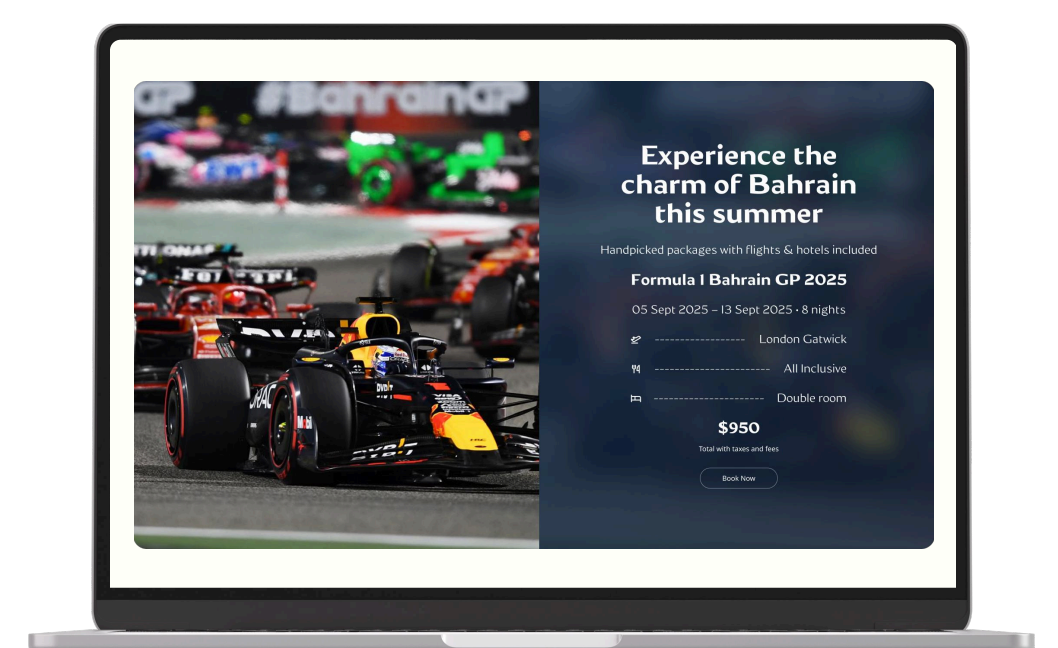
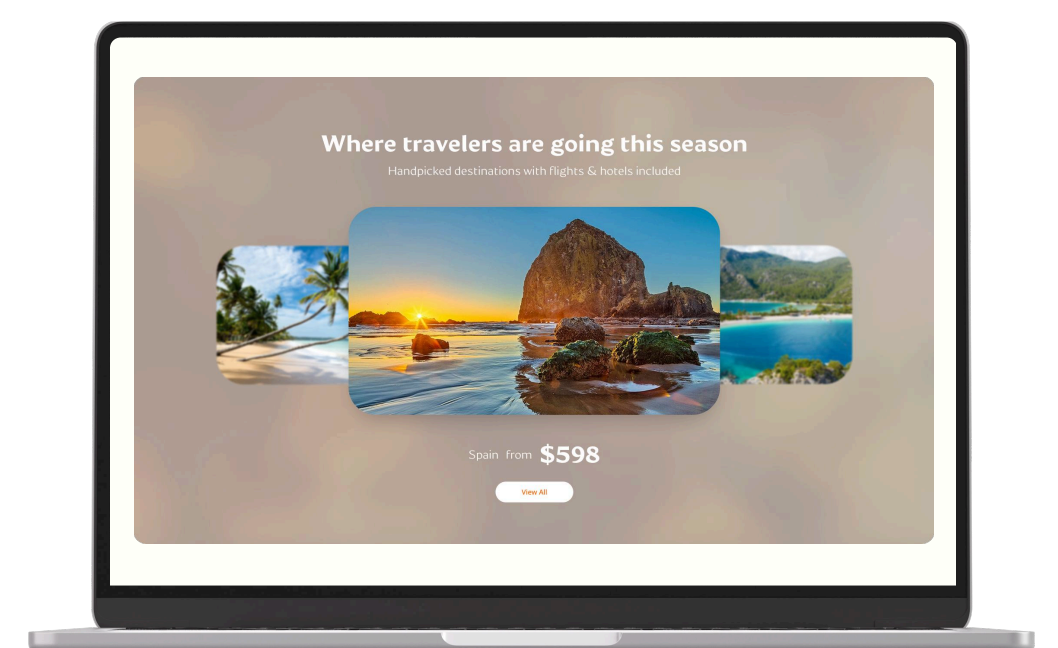
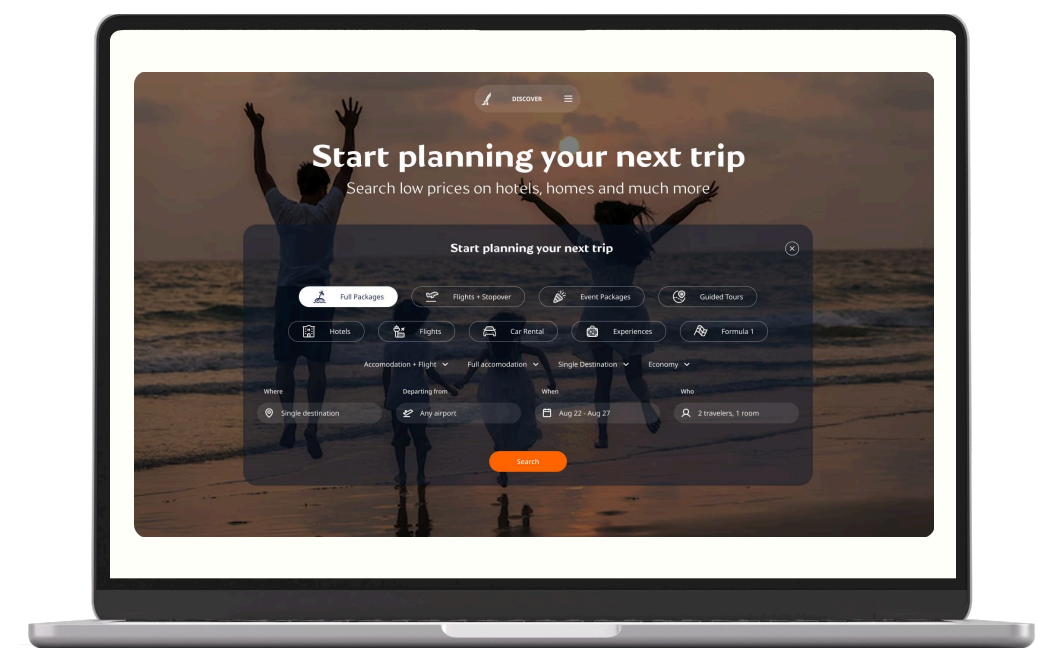
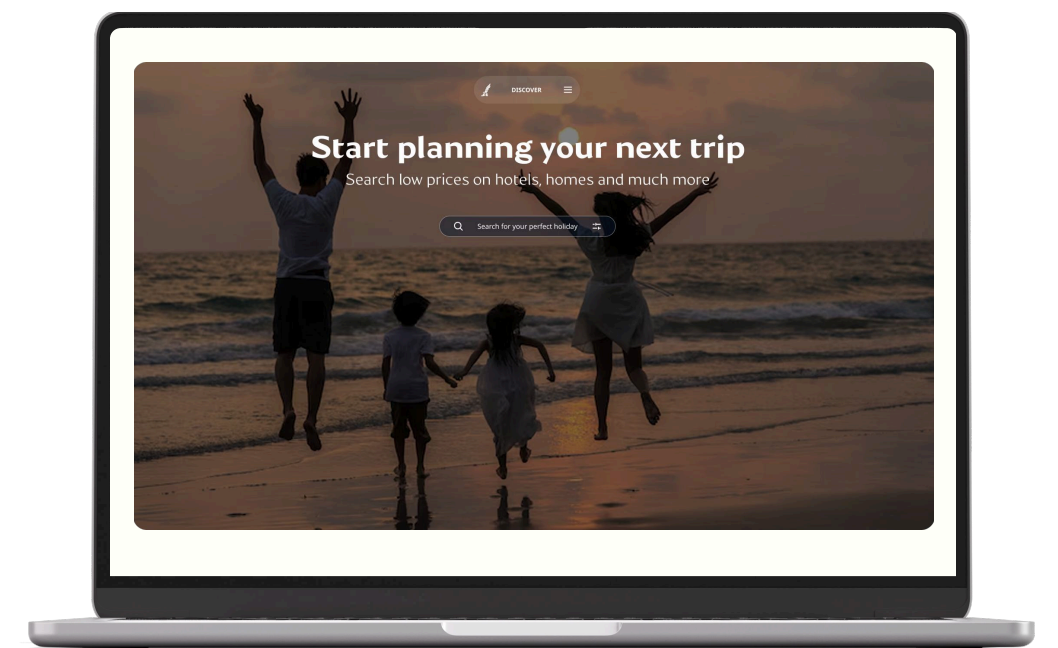
Access your digital boarding pass instantly. No printing required – just show your phone at the gate and board with ease.

Stay informed with instant notifications about flight status, gate changes, boarding times, and important travel alerts.

Multiple payment options with bank-level security. Save your payment methods for faster checkout on future bookings.

View all your upcoming trips, past bookings, and travel history in one place. Make changes or upgrades with just a few taps.

Track your miles, view exclusive offers, and redeem rewards directly through the app. Your loyalty benefits, always accessible.





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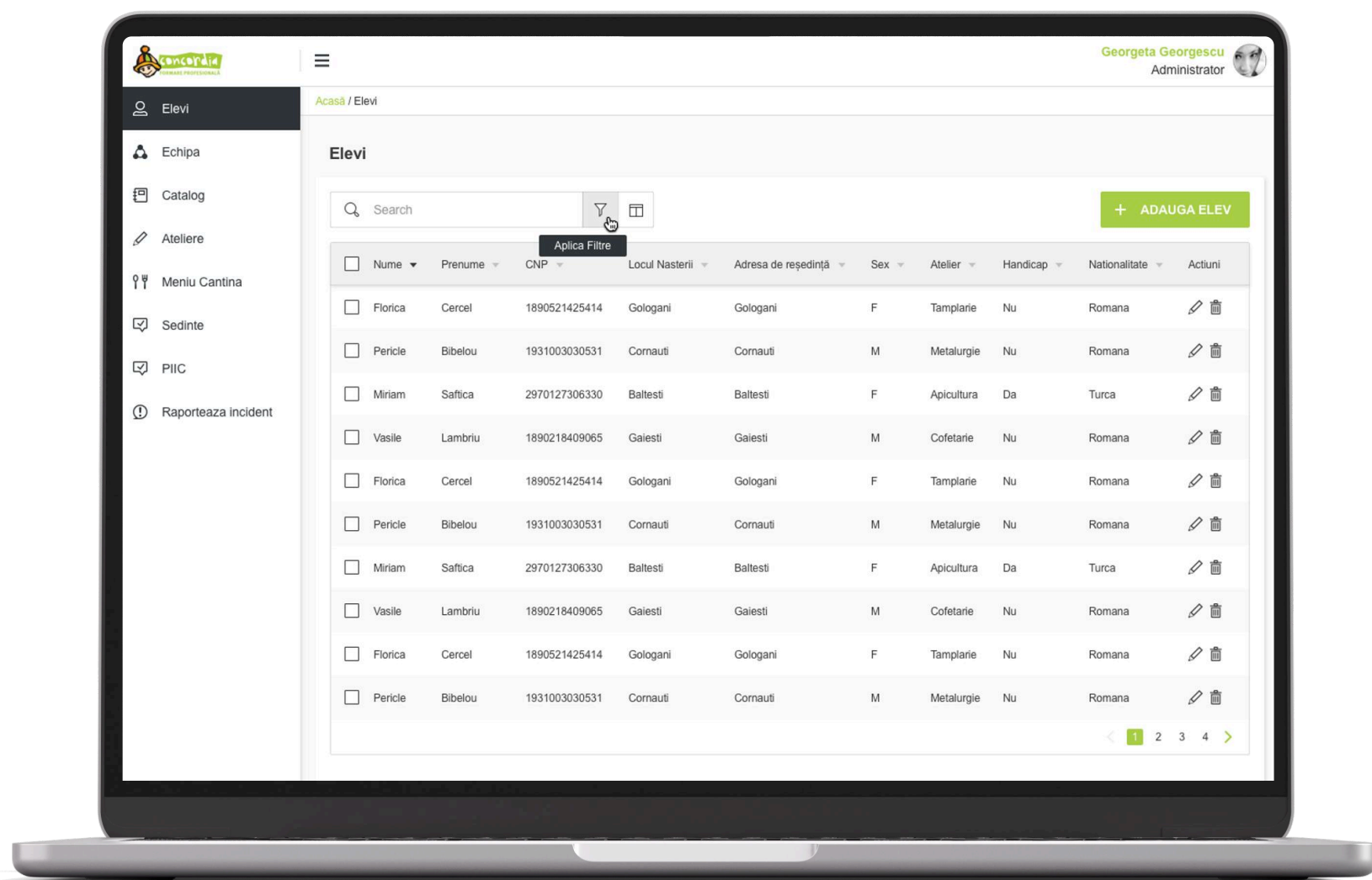
Portfolio #4

Concordia

Casa Buna is dedicated to providing educational support and guidance to children and teenagers who need extra help to reach their full potential. We believe every child deserves access to quality education and personalized attention. Through our network of dedicated volunteer teachers, we create a nurturing environment where students can thrive academically and personally.

Purpose

To empower disadvantaged youth through personalized educational support, mentorship, and a caring community that helps them overcome challenges and build brighter futures.



Target Users

- Volunteer Teachers** - Track student progress, update grades, log activities, and coordinate with other volunteers to provide consistent support.
- Program Coordinators** - Monitor overall program effectiveness, identify students needing additional support, and manage volunteer assignments.
- Subject Specialists** - Focus on specific subjects, review student performance in their area of expertise, and provide specialized guidance.
- Mentors & Counselors** - Access holistic student information to provide emotional support and help address non-academic challenges affecting performance.

Features

- Student Progress Tracking
- Activity Management
- Teacher Collaboration
- Detailed Student Profiles
- Volunteer Coordination
- Impact Visualization

Monitor grades, attendance, and assignment completion across all subjects with visual charts and trend indicators.

Schedule sessions, log completed activities, and track recent student work all in one place, eliminating the need for complex spreadsheets.

Share notes and observations with other volunteers, ensuring consistent support and avoiding duplication of efforts.

Access comprehensive student information including strengths, areas for improvement, and personalized recommendations for support.

See which volunteers are working with each student, manage assignments, and ensure balanced workload distribution.

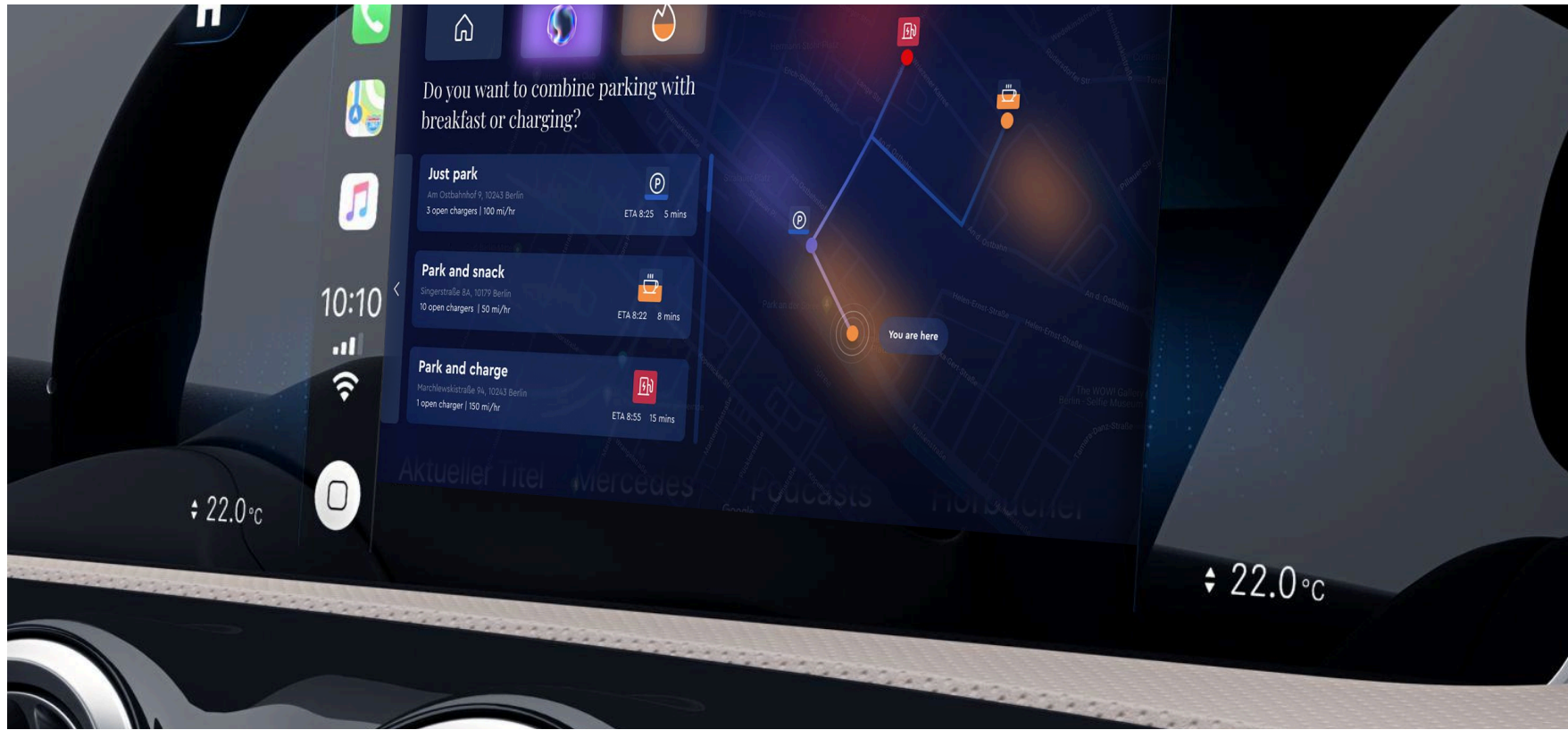
View progress over time with interactive charts that show the real impact of your volunteer work and student evolution.



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Portfolio #5



Target Users

- Tech-Savvy Drivers** - Early adopters who embrace digital innovation and value cutting-edge automotive technology that enhances their daily commute.
- Busy Professionals** - Business executives and professionals who prioritize time efficiency and seamless experiences throughout their busy schedules.
- Luxury Car Owners** - Mercedes-Benz owners who expect premium features and appreciate the brand's commitment to innovation and excellence.

Features

- Integrated Infotainment Interface
- Bank-Grade Security
- Real-Time Processing
- Multiple Payment Methods
- Transaction History
- Contactless Convenience

Access all payment functions through your Mercedes-Benz's intuitive touchscreen display with a user-friendly interface designed specifically for in-car use.

All transactions are protected with end-to-end encryption, tokenization, and multi-factor authentication to ensure your financial data remains secure.

Experience instant payment confirmations and receipts delivered directly to your infotainment system and mobile device.

Link credit cards, debit cards, digital wallets, or even loyalty programs for flexible payment options tailored to your preferences.

In Car Payment

Experience seamless convenience with Mercedes-Benz In-Car Payments — a cutting-edge digital solution that transforms your vehicle into a secure payment hub. Without ever leaving the driver's seat, you can now effortlessly pay for everyday services such as fuel, parking, tolls, and more, directly through your car's infotainment system.

Purpose

The purpose of Mercedes-Benz In-Car Payments is to revolutionize the driving experience by seamlessly integrating payment capabilities directly into your vehicle. This innovative solution eliminates the need for physical wallets, cards, or mobile devices when paying for essential services during your journey.

Use Cases

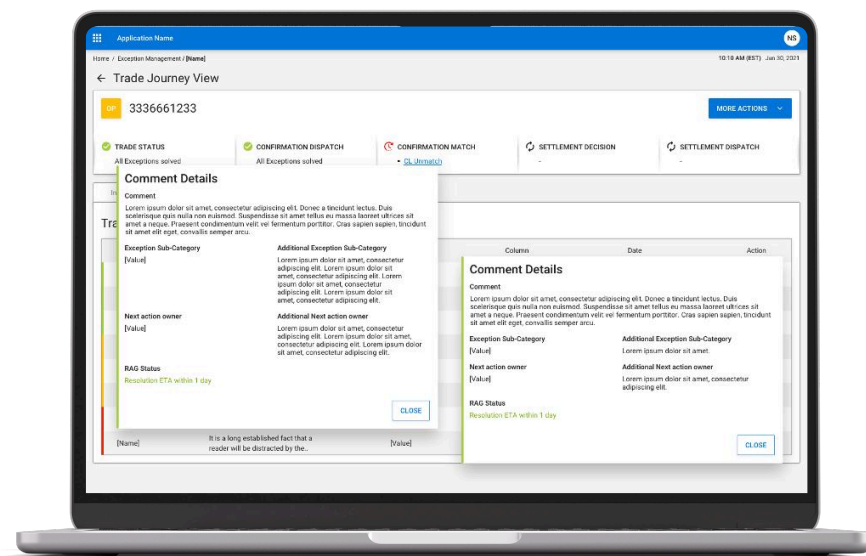
- Fuel Payment** - Pull up to the pump and pay for gas directly from your dashboard without leaving your car.
- Parking Fees** - Pay for parking in garages or street spots instantly through your infotainment system.
- Toll Roads** - Drive through toll booths seamlessly with automatic payments processed in real-time.
- Drive-Through** - Order and pay at drive-through restaurants and cafes without reaching for your wallet.
- Car Wash** - Select and pay for car wash services directly from your vehicle's display.
- EV Charging** - For electric vehicles, authorize and pay for charging sessions effortlessly.
- Service Fees** - Pay for valet services, concierge assistance, and other premium amenities on the go.
- Subscription Services** - Manage and pay for recurring services like satellite radio or connectivity packages.



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Portfolio #6



Exception Management for banking

This new internal tool represents a comprehensive modernization of legacy banking infrastructure. By transitioning from traditional cascade development methodologies to agile practices, we've achieved fluent workflows and created a consistent application with an exceptional level of ease of use. The platform delivers a major technological upgrade compared to previous core banking applications, setting new standards for internal banking operations.

Purpose

Modernize core banking operations through cutting-edge technology and agile development practices. Eliminate inefficiencies inherent in legacy cascade development approaches. Provide bank staff with an intuitive, consistent interface that enhances productivity. Enable faster response to changing business requirements and market demands

Use Cases

- Account Management** - Streamlined customer account creation, modification, and closure with real-time validation and automated workflows
- Transaction Processing** - Efficient handling of deposits, withdrawals, transfers, and other banking transactions with enhanced security
- Compliance & Reporting** - Automated regulatory compliance checks and comprehensive reporting capabilities with audit trails
- Customer Service Operations** - Unified customer view enabling staff to quickly resolve inquiries and provide superior service
- Loan & Credit Processing** - Accelerated loan origination, approval workflows, and credit assessment with integrated decision engines
- Risk Management** - Real-time risk assessment and monitoring with advanced analytics and early warning systems

Target Users

- Branch Staff** - Front-line employees handling daily customer interactions and transactions
- Operations Team** - Back-office personnel managing processes, reconciliations, and workflows
- Relationship Managers** - Account managers focused on customer relationships and business development
- Compliance Officers** - Personnel responsible for regulatory compliance and risk monitoring
- Administrators** - System administrators managing configurations, permissions, and maintenance
- Management** - Leadership requiring insights, analytics, and strategic decision support

Features

- Agile Development Framework
- Intuitive User Interface
- Real-time Data Processing
- Advanced Analytics & Reporting

Continuous deployment and iterative improvements replacing outdated cascade methodologies

Modern, consistent design language optimized for ease of use and minimal training requirements

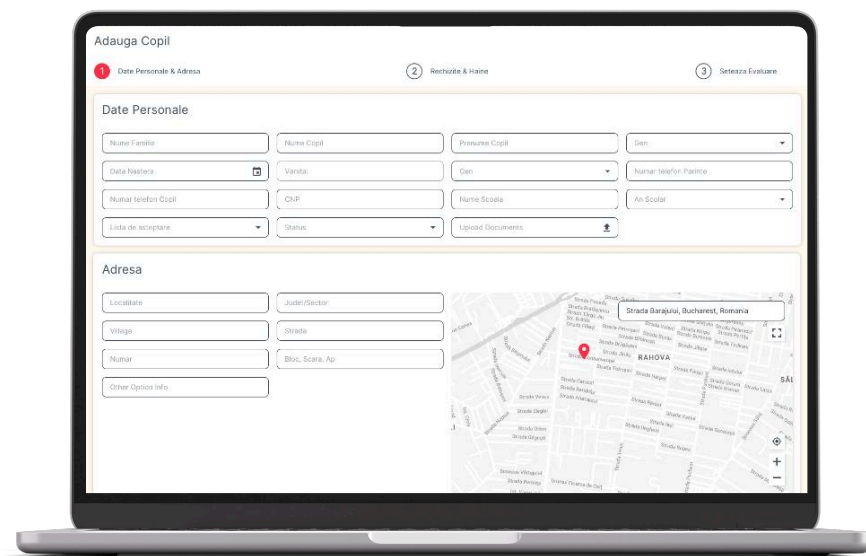
Instant updates and synchronization across all modules and user touchpoints



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Portfolio #7



Casa Buna ONG

Casa Buna Educational Support Platform is a comprehensive web-based application designed to streamline and coordinate educational support activities for children and teenagers in need. The platform replaces fragmented Google Sheets workflows with a centralized, user-friendly system that facilitates collaboration between volunteer teachers, administrators, coordinators, and families involved in Casa Buna's mission.

Purpose

Centralize all educational support activities and student information in one accessible location. Improve coordination between volunteer teachers and administrators. Reduce administrative burden by automating scheduling, tracking, and reporting processes. Enhance communication among all parties involved (volunteers, coordinators, students, families). Increase transparency and accountability in educational support delivery. Enable data-driven decisions through better tracking and analytics

Use Cases

- Volunteer Teacher Coordination** - View assigned students and upcoming tutoring sessions. Log session notes and student progress. Update availability for teaching slots. Access student learning materials and resources
- Student Progress Tracking** - Monitor individual student attendance and participation. Track academic progress across different subjects. Document behavioural observations and milestones. Generate progress reports for families
- Schedule Management** - Create and manage teaching schedules. Match students with appropriate volunteer teachers. Handle schedule conflicts and rescheduling requests. Send automated reminders for upcoming sessions
- Resource Management** - Share educational materials and lesson plans. Track inventory of learning supplies. Coordinate resource allocation across programs
- Communication Hub** - Send announcements to specific groups (teachers, families, students). Facilitate messaging between coordinators and volunteers. Share updates on program changes or events
- Reporting & Analytics** - Generate attendance reports. Track volunteer hours and contributions. Monitor program effectiveness metrics. Export data for grant applications and stakeholder

Target Users

- Volunteer Teachers** - Front-line employees handling daily customer interactions and transactions
- Program Coordinators** - Back-office personnel managing processes, reconciliations, and workflows
- Students** - Account managers focused on customer relationships and business development
- Parents/Guardians** - Personnel responsible for regulatory compliance and risk monitoring
- Donors/Stakeholders** - System administrators managing configurations, permissions, and maintenance

Features

User Management

Scheduling & Calendar

Session Management

Progress Tracking

Resource Library



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UX UI Designer

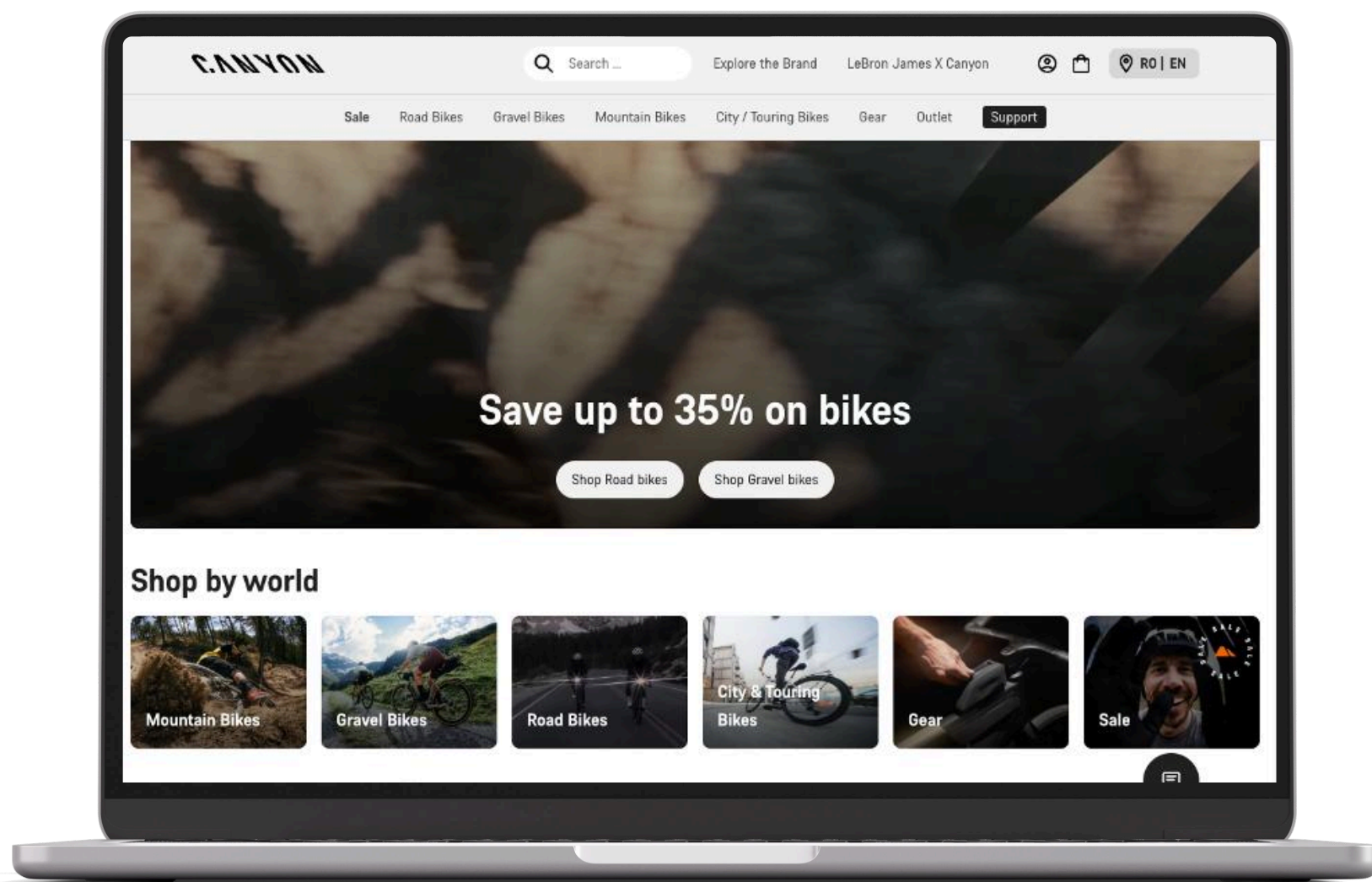
Portfolio #8

Canyon - UX Audit: M&A

Comprehensive UX audit is designed to evaluate and integrate Canyon's digital ecosystem following the merger and acquisition. The audit will ensure seamless brand integration, optimize user experience across all touchpoints, and identify opportunities for growth in the combined entity.

Purpose

The primary purpose of this UX audit is to conduct a thorough evaluation of Canyon's current digital infrastructure, customer journey, and brand experience to facilitate a successful merger integration. This audit will serve as the foundation for strategic decision-making regarding platform consolidation, feature prioritization, and user experience optimization.



Core Objectives

- Assess the current state of Canyon's digital platforms, including e-commerce, mobile apps, and customer service interfaces
- Identify usability issues, friction points, and opportunities for improvement in the user journey
- Evaluate brand consistency and visual design language across all customer touchpoints
- Benchmark Canyon's UX against industry best practices and competitor standards
- Develop a prioritized roadmap for UX improvements and platform integration post-merger

Key Focus Areas

- Customer Experience**
 - Product discovery and configuration
 - Checkout and payment flow
 - Account management
 - Customer support channels
 - Post-purchase experience
- Business Integration**
 - Platform architecture and scalability
 - Brand harmonization strategy
 - Data migration and consolidation
 - Feature parity assessment
 - Mobile app ecosystem

Expected Deliverables

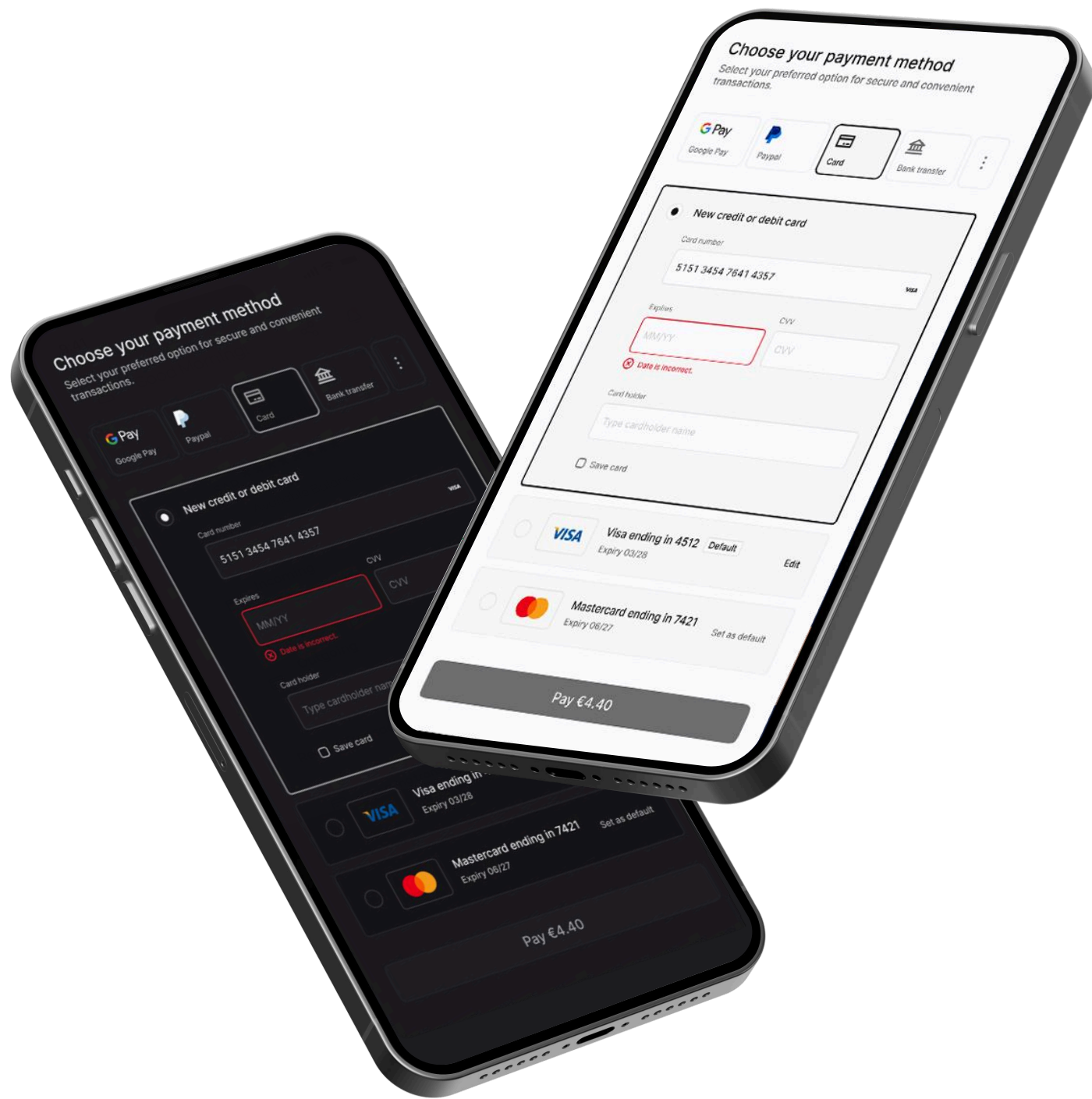
- Comprehensive Audit Report**
 - Detailed findings with screenshots, user flows, and heuristic evaluations
- Prioritized Recommendations**
 - Action items ranked by impact and implementation complexity
- Integration Roadmap**
 - Phased timeline for UX improvements and platform consolidation
- Competitive Analysis**
 - Benchmarking against key competitors in the cycling e-commerce space



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UX UI Designer

Portfolio #9



Click To Pay

Click & Pay (also known as Tap & Pay) is a modern, responsive landing page designed to showcase a seamless digital payment solution. The platform enables users to make quick, secure payments with a single click or tap, streamlining the checkout experience across all devices - from desktop computers to mobile phones and tablets.

Purpose

The primary purpose of this landing page is to: Introduce and promote a frictionless payment solution to potential customers. build trust and credibility around the payment platform, drive user sign-ups and conversions, educate visitors about the benefits of quick payment solutions, provide a seamless experience across all devices and screen sizes.

Use Cases

- E-commerce Checkout** - Accelerate the purchase process on online stores
- In-App Purchases** - Enable quick payments within mobile applications
- Subscription Services** - Simplify recurring payment setup and management
- Event Ticketing** - Fast payment processing for event registrations
- Food Delivery** - Quick checkout for restaurant and delivery orders
- Digital Content** - Instant payment for downloads, courses, or streaming services
- Peer-to-Peer Transfers** - Simple money transfers between users
- Bill Payments** - Quick utility and service bill payments

Target Users

- Business Owners** - Online retailers and service providers seeking to reduce cart abandonment
- App Developers** - Mobile and web developers looking to integrate fast payment solutions
- Consumers** - Tech-savvy shoppers who value convenience and speed
- Merchants** - Small to medium businesses wanting to modernize their payment systems
- Subscription Businesses** - Companies offering recurring services
- Freelancers** - Independent professionals needing simple payment collection

Features

- Fully Responsive Design
- One-Click Payment
- Secure Transactions
- Multiple Payment Methods
- Fast Processing

Optimized for desktop, tablet, and mobile devices. Simplified checkout process requiring minimal user input. Industry-standard encryption and security protocols. Support for credit/debit cards, digital wallets, and more. Near-instantaneous payment confirmation.



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portfolio #10



CVC

The CVC Investment Scheme Platform is a comprehensive web-based application designed to digitally transform CVC's internal investment scheme operations. Developed in partnership with Endava, this enterprise solution replaces legacy manual processes with a modern, secure, and centralized digital ecosystem. The platform streamlines investor participation workflows, enhances compliance management, and eliminates operational inefficiencies associated with traditional paper-based and spreadsheet-driven processes.

Purpose

Modernize Operations: Transform outdated manual investment scheme processes into automated digital workflows

Reduce Errors: Eliminate human errors associated with manual data entry and document handling

Enhance Security: Provide a secure, centralized repository for sensitive investor and investment data

Improve Efficiency: Accelerate processing times for investor onboarding, participation, and compliance activities

Ensure Compliance: Maintain audit trails and ensure regulatory compliance across all investment scheme operations

Centralize Data: Create a single source of truth for all investment scheme-related information

Use Cases

Investor Onboarding

Streamline the process of adding new investors to the scheme with automated document collection, verification, and approval workflows.

Investment Participation Management

Enable investors to view available investment opportunities, submit participation requests, and track their investment portfolio in real-time.

Compliance & Regulatory Reporting

Generate automated compliance reports, maintain audit trails, and ensure all investment activities meet regulatory requirements.

Document Management

Centralized storage and retrieval of investor documents, agreements, certificates, and compliance-related paperwork.

Approval Workflows

Multi-level approval processes for investment requests, investor changes, and scheme modifications with full audit capabilities.

Target Users

CVC Investment Operations Team

Day-to-day management of the investment scheme, processing requests, and maintaining investor records

Compliance Officers

Monitoring regulatory compliance, generating reports, and maintaining audit trails

Finance Team

Managing investor transactions, valuations, and financial reporting

Internal Investors (CVC Employees)

Accessing their investment information, submitting participation requests, and viewing portfolio performance

Senior Management

Reviewing high-level dashboards, approving significant transactions, and making strategic decisions

Legal Team

Reviewing documents, ensuring contractual compliance, and managing legal aspects of the scheme