Mihai Sorgot

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Summary

I am a strategic and multi-disciplinary UX/UI designer who is deeply passionate about innovation and driven to achieve pixel-perfect design.

With my extensive expertise in digital product design, native prototyping, user research, and testing, combined with my commitment to exceeding expectations, I am able to develop seamless and user-friendly digital experiences that effectively delight users and drive business success.

Skills: UX/UI Design, Brand Identity, Video animations, Usability Testing, Storyboarding, Wireframing, High FidelityPrototyping

Experience

Lead UX/UI Designer

Mastercard

Jan 2017 - Present (6 years 2 months)

As a UX/UI Designer for the New Payments Platform team, some of my key responsibilities included:

• Develop and execute the design strategy for Pay by Bank app, working closely with the product team to align design solutions with business goals and user needs.

• Lead the UX/UI design process, from research and ideation to prototyping and testing, to deliver innovative and intuitive features that differentiate Pay by Bank app in the account-to-account payment space.

• Collaborate with cross-functional teams, including product managers, developers, and marketers, to ensure a seamless and consistent user experience across all touchpoints, as well as identify opportunities for user growth and engagement through design.

Senior UX/UI Designer

Pockit

Dec 2015 - Jan 2017 (1 year 2 months)

Responsibilities:

• Design and develop user-centered mobile and web applications that cater to the unique needs and challenges of unbanked customers, from onboarding and account management to payments and transfers.

• Conduct extensive user research and testing to ensure the usability, accessibility, and desirability of the product, as well as identify areas for improvement and innovation.

• Collaborate with cross-functional teams, including product managers, developers, and customer service representatives, to align design solutions with business objectives, technical constraints, and regulatory requirements.

Awards:
• Best Prepaid Product of the Year 2016
• The Cards & Payment Awards - Feb 2016

UX/UI Designer
eMAG
May 2015 - Oct 2015 (6 months)
Responsibilities:
• Collaborate and work with the wider design team in creating intuitive and effective user experiences for eMAG's ecommerce platform and marketplace, including user flows, wireframes, and high-fidelity prototypes.

• Utilize user research, data analysis, and industry best practices to optimize the user journey and increase conversion rates, while maintaining brand consistency and visual coherence across the platform.

• Collaborate with product managers, developers, and other stakeholders to define project goals, prioritise design tasks, and ensure timely and high-quality delivery of design solutions that align with business objectives and technical constraints.

Awards:
• Best idea and execution
• Retail - Home Shopping Experience
• 24h Internal Hackathon - Bucharest 2015

UX/UI Designer
Cynny S.p.A.
Jul 2014 - May 2015 (11 months)

Graphic UX/UI Designer
itGambit - Digital Studio
Sep 2013 - Jun 2014 (10 months)

Mobile UX/UI Designer
Mobile Touch
Jun 2012 - Sep 2013 (1 year 4 months)

Print & Web Designer

Ukrainian Union from Romania - Iasi
Oct 2010 - Jul 2013 (2 years 10 months)

Education

Universitatea „Alexandru Ioan Cuza" din Iași
Computer Science
2010 - 2013
HTML, CSS, MySql, Java, C++, Design

Colegiul Tehnic Latcu Voda Siret
Mechatronics technician, Informatics, Mechanics, Electronics
2006 - 2010

Licenses & Certifications

Human-Computer Interaction Design - Interaction Design Foundation (IxDF)
9327

Designing Emotion: How to Use Design to Move People - LinkedIn

Honors & Awards

Best Prepaid Product of the Year 2016 - The Cards & Payment Awards
Feb 2016

FinTech 50 - FinTech City
Apr 2016
Top 50 FinTech 2016