

Bogdan-Florin Policsek

Senior UX/UI Designer

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UX/UI designer with 6+ years of experience, currently owning the design decisions for the mobile banking app at Libra Internet Bank. I work directly with the main shareholder and executive leadership to shape product direction beyond standard design scope.

EXPERIENCE

UX/UI Designer | Libra Internet Bank

Bucharest, Romania | April 2024 - Present

- Redesigned the entire mobile banking app for personal and business customers. App Store rating went from 4.2 to 4.5.
- Simplified the RON payment flow by removing redundant fields and merging steps, leading to a measurable increase in completed payments.
- Redesigned the card ordering flow from 7 screens to 4, reducing friction in a key activation step and lowering support requests related to card orders.
- Redesigned the LibraPay payment page used by online merchants' customers, increasing the share of payments completed on the first attempt.
- Designed features with major industry partners, working within each partner's product specifications: the Mastercard Priceless loyalty programme and RoPay instant payments by phone number and QR code.
- Designed tools for business customers, such as tagging payments as tax deductible and dedicated modules for lawyers, doctors and accountants.
- Designed an internal web application for bank staff that replaced processes run over email and Teams, reducing errors and handling time.
- Introduced Figma in the company and built the design system from scratch, then set up Figma MCP so an AI coding assistant reads components directly from it.

UX/UI Designer & front-end developer | SCDesign.ro

Bucharest, Romania | March 2020 - March 2024

- Designed 20+ websites and 2 web platforms for clients in marketplaces, e-commerce and real estate, from the first brief to launch.
- Owned the design process for each project: structure, user flows, interface and responsive layouts.
- Built the front-end for most projects in HTML, CSS and JavaScript, which taught me early what is realistic to build.
- Created a reusable CSS&JS UI library that kept projects consistent and made every new build faster.
- Worked directly with clients, most of them non-technical, and turned loose requests into clear briefs.

OTHER WORK

UX/UI Designer | Car marketplace platform (confidential, pre-launch)

2026 | Design complete, in development

- Designed an end-to-end car marketplace for both buyers and sellers, from search and listings to account management and a guided selling flow.
- AI search: buyers describe the car they want in plain words and the filters are set automatically.
- Designed the seller listing flow in steps with autosave, starting with the VIN so car details are filled in automatically.
- Proposed a price indicator on every listing, showing whether a car is below, at or above the average for similar cars.

EDUCATION

Master's degree, Business and Corporate Communications

Bucharest University of Economic Studies | 2019 - 2021

Bachelor's degree, Theoretical and Applied Economics

Bucharest University of Economic Studies | 2016 - 2019

SKILLS

Design: Product design, user flows, wireframes, prototyping, design systems, accessibility (WCAG AA), systems thinking, UI patterns

Tools: Figma (tokens, components, variables, slot), Claude, AI-Assisted Prototyping

Code: HTML, CSS, JavaScript (ES6+), GSAP

Ways of working: Agile, Waterfall

COURSES & RECOGNITION

- Awwwards Honorable Mention | personal portfolio | 2023
- Motion design for digital experiences | Awwwards | 2021
- Creating epic ecommerce experiences for brands: an advanced guide | Awwwards | 2021
- Web Design, Link Academy | 2018 - 2019

LANGUAGES

Romanian (native), English (B2)