

# Liam Stoica

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Education	Savannah College of Art and Design Master's, Design Management	September 2023 - June 2024 GPA: 4
	Savannah College of Art and Design Bachelor's, User Experience Design	January 2019 - June 2023 GPA: 3.9

Certifications Design Research & Insight Translation - Lextant

Professional Experience	MUSE SWIMWEAR NZ Design Strategist	Remote November 2023 - January 2024
	<ul style="list-style-type: none"><li>Developed innovative and user-centric design strategies to address complex business challenges.</li><li>Executed remote graphic design work, delivering 10 visually compelling brand identities and 15 user-centric web experiences resulting in 34% rise in website traffic within the first 2 months.</li></ul>	
	BMW Design Strategist Lead - SCADpro Collaboration	Savannah, GA, USA September 2023 - November 2023
	<ul style="list-style-type: none"><li>Designed Metaverse transition for client BMW, leading the design strategy and user experience from initiation to user retention.</li><li>Orchestrated cross-functional collaboration of 15 designers with differing design concentrations, managing the design process to concept development</li><li>Successfully led team presentations to BMW clients, where BMW is currently implementing our design solution.</li></ul>	
	Deep Water Point & Associates UX Designer	Remote January 2023 - November 2023
	<ul style="list-style-type: none"><li>Orchestrated product design for a B2B SaaS software, successfully launched and adopted by 6 companies pre-launch including Deloitte.</li><li>Oversaw 2 teams of offshore developers through Axure to ensure timely sprint deliveries to deliver hi-fidelity prototypes, wireframes, user flows and journeys across various touchpoints.</li><li>Collaborated with various stakeholders to enhance the user experience through systemic thinking and heterogeneous engineering, and spearheaded the development of a comprehensive design system and component library.</li></ul>	
	EnviCare Product Designer	Atlanta, GA, USA February 2022 - August 2022
	<ul style="list-style-type: none"><li>Executed a successful rebranding initiative for EnviCare, significantly enhancing the company's brand image and market appeal by increasing conversion rates from 8% to 20% within 3 months post-launch.</li><li>Re-energised web traffic through SEO collaboration and increased web traffic by 15%.</li></ul>	
	track.tennis Product Design Intern	Remote February 2020 - August 2020
	<ul style="list-style-type: none"><li>Spearheaded design efforts working alongside several developers and stakeholders for a comprehensive website revamp, rebranding and new marketing materials.</li><li>Achieved a notable 48% boost in web traffic and an increase in conversion rates by 22% within 3 months post-relaunch.</li></ul>	

Projects	Design Research & Insight Translation Certification
	<ul style="list-style-type: none"><li>Certification from experience-centered research and design partner, Lextant</li></ul>
	SCAD Tennis Captain
	<ul style="list-style-type: none"><li>Captain of the Collegiate Men's Tennis Team at SCAD</li></ul>

Skills	Figma, Adobe Illustrator, Adobe Photoshop, Graphic Design, Product Design, Interaction Design, Adobe Creative Suite, Communications, Microsoft Azure, UI/UX Design, UX research, AutoCAD, CAD, Canva, PowerPoint/Keynote/Slides, Usability Testing/Engineering, Wireframe, Information Architecture, Business Strategy, Branding/Brand Strategy, Adobe Premiere Pro, Agile, Design Thinking, Value Proposition Design, System Thinking, Service Design, Design Management, UX Design, UI Design
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