

# **Diana Lipcanu** Product Designer



## Experience

### Ontruck / Senior Product Designer

Ontruck is a B2B logistics platform that connects companies with freight needs with a network of carriers.

- designed a client-facing interface that increased self-service order creation for a new business line by 90%
- transitioned the traffic management tool from a standard logistics operator approach to a smart task-based system
- led, designed, and successfully implemented the re-organization of the customer service team for efficiency and performance
- defined and led the refactoring of a logging system and a chat

OCT 2018 - OCT 2021, MADRID

### Packlink / Product Designer

Packlink is a price comparison broker for last-mile parcel delivery.

- ran research with B2B clients and defined a product vision that would differentiate from the competition
- redesigned the B2C booking flow to be responsive ([packlink.es](https://packlink.es))

FEB 2017 - SEP 2018, MADRID

### ex)situ, Inria / HCI Research Intern

ex)situ is a research lab exploring how extreme users interact with technology.

- designed and built the Interaction Museum ([hci-museum.lri.fr](https://hci-museum.lri.fr)) to help bridge the gap between academic interaction designers and UX professionals

MAR - AUG 2016, PARIS

### FJORD Accenture / UX Design Summer Intern

- conducted a usability study for the redesign of a major airline's booking flow

APR - JUN 2015, STOCKHOLM

Older work experience in design, adding up to 3+ years on [Linkedin](#).

## Education

### M.Sc. / Human-Computer Interaction

Université Paris-Saclay  
KTH Royal Institute of Technology

### Minor / Innovation & Entrepreneurship

EIT - Digital Master School  
2014 - 2016, STOCKHOLM & PARIS

### B.A. / Communication and Multimedia

Aarhus Universitet  
Universidad Carlos III (Erasmus)  
2011 - 2014, AARHUS & MADRID

### Bootcamp / Behavioral Design

Irrational labs  
8 WEEKS - 2021

## About me

I am...

a design generalist with 8+ years of designing end-to-end B2B tools and optimising internal systems based on data insights

I am most proud of...

conceptualising, designing and leading the implementation of tools and processes that make life easier for logistic operations agents.

I am proficient in...

Figma, Sketch, prototyping, research techniques, strategic design, and data analysis and interpretation

I also have experience with...

behavioural diagnosis and design, Adobe Suite, Tableau, A/B testing and HTML/CSS/JS

I am fluent in...

English, Spanish and Romanian

Portfolio:

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