

CARMEN MUNTEAN

carmen.muntean@gmail.com

Experienced CX consultant and UX practitioner. Worked across various sectors (finance, transport, FMCGs, etc.) with global and national companies: Deloitte, Tesco, Emirates, Arriva UK, Nespresso, Specsavers, GWR, M&G and many more.

I was involved in digital transformation projects to which I contributed with: stakeholder workshops; interviews; focus groups; lab-based usability testing; remote usability testing; card sorting; competitor benchmarking; heuristic evaluation and cognitive walkthrough; quantitative/qualitative analysis; web analytics; audience personas; user journeys; information architecture; wireframes

My academic background (PhD) helped me acquire valuable skills I am currently using, especially when conducting user research.

EXPERIENCE

2019 – PRESENT

HEAD OF CUSTOMER EXPERIENCE, BINK

In charge of strategic planning of all activities relating to investigating and improving customer experience (testing, research, UX).

2018 – 2019

LEAD UX CONSULTANT, ORM LONDON

Working alongside members of the Strategy team to deliver strong customer experiences anchored in actionable user research and measurable according to KPIs.

2017 – 2017

USER RESEARCHER, WHICH? UK

Planning and delivering formative and summative user research: interviews, tests, focus groups, surveys, card sorting, stakeholder workshops.

2013 – 2017

UX CONSULTANT, HAVAS

Working on delivering digital experiences (apps, websites) for clients across a wide range of sectors. In charge of UX and user research.

EDUCATION

DECEMBER 2012

PHD, PHILOLOGY, BABES-BOLYAI UNIVERSITY, CLUJ-NAPOCA



JUNE 2008

MA, PHILOLOGY, BABES-BOLYAI UNIVERSITY, CLUJ-NAPOCA

JUNE 2007

BA, PHILOLOGY, BABES-BOLYAI UNIVERSITY, CLUJ-NAPOCA

SKILLS

- User research
- UX Design
- Strategic planning and insight
- Data analysis

ACTIVITIES

- Taught workshops on UX design and research
- Google certification in Data Analysis and Digital Analytics
- Member of the Interaction Design Association