

# Sebastian Teo Popa

Product UX Designer

+31 6 5745 9776  
sebastianteopopa@gmail.com

sebastianteopopa.com

## Bio

### I design Digital Products with Business and Marketing Strategy in mind.

My biggest strength is the ability to quickly switch between **creative and analytical** thinking. It allows me to take ideas and shape them into a well structured, successful, **user-centric** products.

I'm a big advocate of **agile & lean**, and I'm used to working in **distributed teams**.

## Skills & Tools<sup>\*</sup>

### Discovery

Data Analysis  
Design Thinking  
Workshops  
Customer Journeys

### Definition

Personas  
User Stories  
Sitemaps  
Taxonomy maps

### Exploration

User Stories  
IA Design  
Wireframes  
Prototypes  
AI Testing

### Execution

Usability Testing  
A/B Testing  
User Interface Design  
Interaction Design  
Design Systems  
UX Writing  
Branding  
HTML & CSS  
JavaScript

### Software

Figma  
Adobe XD  
Sketch  
inVision Studio  
Framer  
Photoshop  
Illustrator  
InDesign  
Git

<sup>\*</sup>  
*I've worked with several tools and methodologies throughout the years. I highlighted here just my favourite ones.*

## Experience

### Bohemia Amsterdam

Aug 2016 – Present • 4 yrs  
Full-time

Product UX Designer

Developing end-to-end products for clients in various industries, both B2B and B2C, using UX methodologies and tools. Hiring colleagues, developing close relationships with clients, managing interns and company operations.

### Ylem Entertainment

Sep 2015 – Present • 4 yrs 11 mos  
Part-time

Co Founder

Developing a new fantasy universe, born from our love for stories that minds are unable to forget. Starting with a book and a board game. Check it out: ylement.com/timepact

### Lillebælt Academy

Jan 2015 – Apr 2015 • 4 mos  
Full-time Internship

Intern - UI/UX Designer

Helped redesigning the academy's website (eal.dk) by working in collaboration with the Public Media Agency, in Copenhagen.  
Conducted live Usability Testing on the new website design.

### Cynny

May 2013 – Aug 2016 • 3 yrs 4 mos  
Part-time (Remote)

Junior UI Designer

Worked alongside senior designers on the very first cross-platform MVP, in an ever-changing start-up environment. Android, iOS, Mobile, Tablet, Desktop.  
Learned to manage my work-life balance, as I was studying in Denmark at the time.

### Freelance

Jan 2011 – Jan 2016 • 4 yrs 8 mos  
Freelance

Graphic Designer

Winning and losing contents on 99Designs. Freelancing has been crucial in the self-teaching process, aiding me in gaining experience, both with the tools and with the client communication.

## Icebreakers

**Sports:** Skydiving, Scuba diving

**Books:** The Martian, Eragon

**Games:** The Last of Us, Subnautica

**Bands:** Rammstein (live), Tenacious D