

Simona Piftor

Senior Product Designer

+31 624 812 822
simona.piftor@gmail.com
simonapiftor.com

WORK EXPERIENCE

Tiqets, Amsterdam, The Netherlands - *Senior Product Designer*

December 2019 - PRESENT

- Mobile apps design and post booking experience (since November 2020)
 - Responsible for improving the user experience on the mobile apps (iOS and Android)
 - Optimising retention and rebooking rates for app users
 - Redesigning and optimising the post-purchase experience for Tiqets consumers
 - Ensuring user experience consistency post-purchase, for a smooth transition between web and apps
- Developing venue supplier tools (between January 2019 and November 2020):
 - Conducting user research to discover and prioritise the needs of venues (museums, tour operators, etc)
 - Designing and developing a whole new signup flow for venue suppliers to create listings for the different sales channels Tiqets offers and configure their products
 - Allowing (venue) users to manage their information and create new products in the Tiqets venue portal
 - Visualising data on sales and customer demographics into easily digestible reports that also showed trends in customer behaviour
 - Introducing new features in the venues portal, such as cancelling orders or refunding customers, setting up donations flow, or email communications with visitors before and after their visit
- Conducting UX focused training for the Sales department so they can better advise venues on our tools
- Closely involved in the recruitment for product designer positions within the company (defining and adjusting job descriptions, CV reviews, interviews)

TravelBird, Amsterdam, The Netherlands - *Senior Product Designer*

January 2017 - November 2019

- Developing entirely new property management tools and property sign up tools for hoteliers, thereby:
 - Automating the communication between account managers and hoteliers
 - Assigning ownership and responsibility of hotel information into hoteliers' hands
 - Decreasing the time for hotels going live with complete information from weeks to a couple of days
 - Decreasing the size of the team responsible for data entry and saving company costs
- Developing a completely new checkout process for customers:
 - The user goals focused on price transparency and flexibility in customising the holidays
 - The business goals were making use of the new technology of dynamic products packaging
 - The initial release of the new sales flow increased conversion by 8%
 - Multiple A/B tests followed to optimise in smaller incremental steps, bringing in between 2% and 8% conversion uplifts, as well as significant revenue increases
- Working closely with product managers, stakeholders, data analysts, user researchers and engineers, I'm constantly trying to understand how to match the user needs and the business needs

- Working closely with user researchers and analysing data collected on user behaviour, conducting usability tests, analysing results of A/B tests, and proposing solutions to the newly discovered user problems
- Facilitating knowledge sharing regarding products and past projects with colleagues on the other teams

GameHouse, Utrecht, The Netherlands - *Head of User Experience*

May 2015 - December 2016

- Creating and directing the entire user experience for the newly launched (US only) service
- Leading the creation and launch of an MVP version of the new service – start-to-launch within 4 months; achieved user engagement similar to old platform in just 2 months.
- Improving overall website engagement:
 - bringing game play time from 3 hours a week to 11 hours a week
 - increasing installs from 25% to 60%
 - increasing usage of a certain features & reengaging dropped-out users
 - championing and setting up A/B testing
- Ensuring cross-platform experience
- Leading the ideation process with the goal to improve the overall website experience, with ways of measuring their impact (i.e. signup rate, engagement, quality of recommendations, or CTR)
- Producing sketches, wireframes and clickable prototypes (in HTML and CSS)
- Organised usability tests in New York, NY and Bakersfield, CA (locations chosen based on user data)
- Providing support, constructive feedback, and guidance in designers' personal growth
- Recruiting new employees for the UX team

Booking.com, Amsterdam, The Netherlands - *Mobile Web Designer (Tablet Team)*

July 2014 - May 2015

- Generating ideas to improve the user experience on the upper funnel of the tablet website (I've worked on the home page, the search results page, and landing pages)
- Setting up A/B tests to measure success of certain ideas, theories or solutions
- Improving overall website conversion and other goals specific to individual projects (like decreasing cancellations, decreasing denial of service sharing on the device, increasing usage of a certain features)
- Conducting usability tests, analysed results and proposed solutions to the newly discovered user issues
- Liaising with the teams responsible for the desktop website, the mobile website and the tablet native apps (both Android and iOS) to replicate successful results from one platform to the others
- Providing support, constructive feedback, and guidance in designers' personal growth
- Recruiting new employees for the UX team

Booking.com, Amsterdam, The Netherlands - *UX Designer (Hotel-facing Team)*

February 2013 - July 2014

- Developing an entirely new product for hoteliers to manage their property on booking.com, and an additional sign-up tool for properties to start working with the company
- Conducting user research, usability tests, data analysis
- Creating personas, which helped understand the users' needs and skill levels and inform our product strategy
- Designing and optimising for mobile and tablet
- Recruiting new employees for the UX team

Booking.com, Amsterdam, The Netherlands - *Team Leader (Business Bookers Team)*

July 2012 - February 2013

Alongside the responsibilities of a UX designer, as a Team Leader, I was also:

- Filling in the role of scrum master
- Acting as a coach for all 5 team members of different disciplines and helped develop their talent and skills
- Creating new, previously untested features (business reports, travel calendars, and other business oriented features to accommodate our subgroup of users)
- Generating ideas to improve the user experience of business bookers in the account area specifically, and more broadly, across the whole website and devices
- Implementing A/B tests to measure success of certain ideas, theories or solutions
- Sharing knowledge with colleagues on the Frontend teams as part of my daily work

Booking.com, Amsterdam, The Netherlands - *Web/UX Designer (Usability Team)*

January 2011 - July 2012

- Generating ideas to improve the user experience on various areas of the website
- Implementing A/B tests to measure success of certain ideas, theories or solutions
- Improving overall website conversion, customer loyalty and other goals specific to individual projects
- Adding new features (e.g. the ability to save credit card details for future bookings)
- Conducting usability tests, analysing results and proposing solutions for the newly discovered issues
- Recruiting new employees for the UX team

Pocket Partner, Rotterdam, The Netherlands - *Web Designer*

November 2009 - December 2010

- Design and usability improvements for the company's online shops
- Lead and coordinate the marketing team and IT team in design projects
- Design of all promotional materials, such as bimonthly newsletters, banners, flyers and brochures on a regular and frequent basis

Pavo Sales, Nijmegen, The Netherlands - *Web Designer*

August 2008 - August 2009

- Designing all packaging for the company's products
- Designing all the promotional materials, including ads, catalogue, flyers

EDUCATION

“Alexandru Ioan Cuza” University, Iasi, Romania - *BS in Computer Science*

September 2004 - July 2008

LANGUAGES

English
proficient

Romanian
native speaker

Dutch
intermediate

Italian
intermediate

Spanish
beginner