Stefania Denisa Iancu

UX/UI Designer

UX Designer with a background in Cognitive Neuroscience, specialized in transforming complexity into clear, user-centered solutions. Proven experience in managing digital projects from conception to deployment using agile methodology across B2B, edtech, and consultancy sectors. Adept at collaborating with cross-functional teams, conducting user research, and leading design workshops to deliver data-driven digital products.

🖥 stefaniadenisa.com ✉ stefana.denisa@yahoo.com 📍 Groningen, The Netherlands 📱 +31616668199 in iancu-stefania-denisa

EXPERIENCE

UX/UI Designer
MemoryLab

Fulltime

02/2023 - 01/2025

- Cut response time 27 % (600 pupils, 11 schools) by co-designing an (adaptive multiplication app) and iterating through field tests.
- Achieved SUS 80.9 / UXKQ 4.35 by running end-to-end UX research.
- Bridged research and design: transformed cognitive science findings into engaging, effective features.
- Defined interaction patterns, built scalable design systems and brand guidelines.
- Boosted engagement 17 % and scroll depth 4.9 % via a complete B2B website rebrand—new UX flows, UI kit, brand guidelines.
- Published first-author research at CogSci 2024, showcasing evidence-based impact in edtech.

Product Designer
Polipo

Freelance · 10 hrs/week

05/2023 - Present

- Co-created a B2B real-time healthcare monitoring dashboard that cut users' news daily tracking time by 70%.
- Ran discovery interviews with consultants, policy analysts, and stakeholders to map pain points, leading to a clear MVP for the product.
- Accelerated delivery by contributing HTML/SCSS components and leading QA/bug reporting pre-launch.

Cognitive Psychology Researcher
MemoryLab

Internship

02/2022 - 07/2022

- Designed and conducted a behavioral study with 112 participants, comparing recall speed and accuracy between an adaptive algorithm and flashcards.
- Used R and mixed-effects modeling to validate research hypotheses.
- Influenced roadmap decisions by presenting data-driven insights to the cross-functional team.

Data Analyst (Machine Learning Data Linguist)
Amazon

Fulltime

11/2018 - 10/2019

- Delivered over 98% quality accuracy in Alexa interaction labeling and linguistic annotation
- Ranked #1 in velocity and accuracy for two consecutive months by maintaining strict quality standards
- Enhanced Alexa's responsiveness by identifying linguistic ambiguities and training set imbalances through targeted data analysis

SKILLS

Tools

Google Analytics Jira Figma Adobe Suite Miro Lighthouse WordPress

Soft

Communication Critical Thinking Ambition Time Management Adaptability

UX

A/B Testing & Experimentation Usability Testing Evidence-Based Design Agile Methodology Design Thinking Framework

EDUCATION

MSc Applied Cognitive Neuroscience
University of Groningen

09/2021 - 04/2023

+ pre-Msc Psychology: 09/2020 - 07/2021

GPA: 8

- Thesis: Towards reducing mathematical anxiety with an adaptive algorithm
- Advanced coursework in cognitive systems, neuropsychology, and experimental research methods

BSc Psychology
Faculty of Psychology and Educational Science of Alexandru Ioan Cuza

10/2015 - 07/2018

GPA: 8.76

- Coursework in organizational psychology, learning theory, and psychometrics

PUBLICATIONS

⬈ An Adaptive Learning System for Stepwise Automatisation of Multiplication Facts in Primary Education

2024 Iancu et al.

LANGUAGES

English
Full professional Proficiency

Italian
Full professional Proficiency

Romanian
Native & Bilingual Proficiency

Dutch
Limited Working Proficiency