

Andrei Baban - Senior Product Designer

E-COMMERCE · MARKETPLACES · CONVERSION-FOCUSED UX

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Brasov, Romania (Remote)

ABOUT ME

I'm a product designer with over 15 years of experience building e-commerce and marketplace products. I've designed checkout flows, search systems, product catalogs, and multi-vendor platforms - from the first wireframe all the way to the final UI. I also write frontend code (HTML, CSS, React, Next.js), which means I work closely with developers and understand what it takes to ship a real product. I'm looking for remote opportunities where I can help build better shopping experiences.

EXPERIENCE

Product Designer (UX/UI) - **CapcanLab** Nov 2019 – Dec 2025

Key projects: GoodCar, EntityCheck, Uhire - all remote, US-based company

I worked on three products over 6 years, leading design from concept to production. Two of the projects I designed entirely from scratch. Here's what I built:

GoodCar - Vehicle History & Data Commerce Platform

- Designed the full product from scratch - public site, member area, admin panel, affiliate portal, B2B platform and email system
- Built and iterated on the checkout flow over 4 years, improving the purchase experience for vehicle history reports
- Designed scalable search and VIN lookup interfaces for car buyers, dealers and resellers
- Created a structured report layout that made complex vehicle data easy to read and act on
- Built a reusable design system and UI components used across all product areas

EntityCheck - B2B Business Intelligence Platform

- Took over a product that had only a homepage and designed all core experiences: checkout, member dashboard and report layouts
- Designed a multi-source search interface for a platform with 35M+ business entities and 28M+ documents
- Simplified the purchase flow for business intelligence reports, reducing steps between search and checkout
- Structured complex report pages to make large amounts of data scannable and printable

Uhire - Contractor Marketplace Platform

- Led a full redesign of the platform, shifting it from an SEO content portal to a proper marketplace UX
- Redesigned core flows: project posting, contractor profiles, bidding system and client-contractor messaging
- Delivered production-ready designs across the entire platform - landing pages, onboarding and all key user journeys

Founder & CEO - **SHOPS MOLDOVA** 2016 – 2019

Founded and built SHOPS.MD - an e-commerce marketplace that allowed local businesses in Moldova to create their own online store and sell through a shared platform. I owned everything: product strategy, UX/UI design, and working with developers to build and ship the product.

- Designed and launched a multi-vendor marketplace from zero - stores, product listings, checkout and seller dashboards
- Led product direction and all UX/UI decisions across the platform
- Worked directly with developers to define features and keep the product moving

Web Designer - **MediaContact** Jan 2011 – Mar 2016

Designed and built websites, landing pages, banners and CMS-driven platforms for clients across different industries. Worked with WordPress, PrestaShop, Joomla and in-house development teams.

SKILLS

E-commerce: Checkout flows, CRO, product catalogs, marketplace UX, search & filters, mobile commerce, Shopify, Prestashop, WooCommerce, Magento.

Product Design: UX strategy, user flows, wireframes, prototyping, design systems, responsive design

UI & Systems: Scalable UI, component libraries, B2C/B2B & data-heavy interfaces, affiliate & member portals

Frontend: HTML, CSS, JavaScript, React, Next.js - I can design and build

Tools: Figma, Photoshop, XD, Illustrator, Framer, design-to-code workflows, AI-Powered

EDUCATION & CERTIFICATIONS

Bachelor's in Finance and Banking - Moldova State University, 2008–2012

Fundamentals of UX/UI Design - Coursera, 2021

Fundamentals of JavaScript - Coursera, 2018

LANGUAGES

Romanian (Native) **English** (B2) **Russian** (Intermediate) **Spanish** (Beginner)