

MARIA DUMITRESCU

San Francisco, CA · maria@uni.minerva.edu · +1 (510) 974-3304 · [LinkedIn](#) · [GitHub](#) · [Portfolio](#)

EDUCATION

[Minerva University](#), *B.Sc. in Computer Science, Design and Business, 05/2027*

San Francisco, CA

- GPA: 3.7; Coursework: **Prototyping and Wireframing**, Responsive Web Design, 3D Interaction Design, User Behavior Psychology, **Data-Driven Design**, **User Experience Research**, **Immersive Experience Design**
-

WORK EXPERIENCE

[River Project](#) | UI/UX Designer & Front End Developer Intern, *Jun 2024 - Sep 2024*

Princeton, NJ

- Redesigned website using **Vue**, **TypeScript**, and **Tailwind CSS**, increasing user engagement **by 25%**.
- Designed **50+ user-friendly graphics** for MVP and post-MVP stages, improving overall UI consistency.
- Implemented dark mode and **15+ micro-interactions**, enhancing user satisfaction and site accessibility.
- Collaborated with developers to optimize front-end performance, reducing load times **by 20%**.

[Let's Uni](#) | Founder and Head of Product Design, *May 2024 - Present*

Zurich, Switzerland

- Led website redesign, yielding a **200% increase** in leads through effective A/B testing and optimized UI/UX.
- Applied SEO techniques and amplified social media outreach on Instagram, Facebook, and TikTok, increasing online visibility **by 60%** and student engagement **by 70%**.
- Utilized design systems, incorporating over **50 LMS templates** and **100+ UI components**.

[Vincent Gao](#) | Data Analyst, *Jul 2024 - Present*

New York, NY

- Analyzed platform performance, content trends, and audience demographics to drive growth and revenue.
- Automated data collection via **APIs (Meta, TikTok, YouTube)**, increasing efficiency **by 90%**.
- Created data visualizations and strategic reports using **Python** and **JavaScript** to enhance marketing decisions.

[Minerva University](#) | Product Design Intern, *Sep 2023 - Present*

San Francisco, CA

- Collaborated with engineers and product managers to deliver wireframes and prototypes that boosted user engagement **by 30%**.
- Designed cross-platform UI elements that increased user retention **by 40%** on mobile apps.
- Conducted in-depth user research across Instagram, YouTube, TikTok, and Facebook, identifying pain points and shaping designs for over **1M users**.

[Mensa](#) | Product and Graphic Designer, *Jun 2024 - July 2024*

European Mensa Annual Gathering (EMAG24)

- Developed and executed a high-visibility logo and designed 3 impactful marketing campaigns for EMAG24..

[Marie Lee Shop](#) | Founder & Head Product Designer, *May 2021 - Jul 2023*

Geneva, Switzerland

- Achieved 1300+ sales and **485k monthly Pinterest views** by **designing 57 products**.
- Used data analytics and user feedback to improve product offerings and website design, increasing engagement and conversion rates **by 70%**.

[LZR Magazine](#) | Head of Graphic Designer, *May 2019 - July 2022*

Bucharest, Romania

- Led a team of 50 students, conducted 10 workshops on design and illustration, improving the quality of the printed magazine.
-

CERTIFICATIONS

[Google User Experience Design Professional Certification](#), [Blender 3D Basics](#), [Figma UI UX Design](#)

[Advanced](#), [BCG - Strategic & Experience Design](#), [The Complete Web Development Bootcamp](#), [JavaScript \(Basic\)](#)

PUBLICATIONS

Dumitrescu, M (pen name Lee, M), (2022, October). *Letters in the Dark*. Published Book. [Amazon](#). Self-published a novel exploring dissociative identity disorder, based on insights from research to create real characters.

Tools: Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Blender, A/B Testing, Hypothesis Testing, Statistical Analysis; **Programming Languages:** Python, C++, Tailwind, HTML, CSS, JavaScript (Typescript), Ai2html, React; **Affiliation Organizations:** Rewriting the Code, Girls Who Code, CodePath;