Stefania Denisa Iancu
UX Designer

With a background in cognitive science and experience in bridging the gap between research and design, I approach every project with a proactive and solution-driven mindset. I have experience in educational apps and inclusive design for learners of all kinds.

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EXPERIENCE

UX/UI Designer
MemoryLab
02/2023 - 01/2025

- Led the end-to-end creation, piloting and testing of a new educational app (Math Masters Jr.) across 11 schools, involving over 600 children, leading to its development for primary education.
- Conducted a substantial literature review to establish the design principles behind Times Tables, leading to a well-balanced gamification approach that prioritizes accessibility and intrinsic motivation for young learners.
- Conducted in-depth competitive analysis and user interviews with students and educators, including moderated interviews, usability tests (SUS scale) with an average SUS score of 80.9, and desirability studies with 72 participants, resulting in a score of 4.35 out of 5 on the UXKQ scale.
- Developed Figma components, brand guidelines, user manuals, and other creative assets to maintain consistency across various brand identities I created.
- Published findings from research on Math Masters Jr. as the first author in a paper presented at a conference in Rotterdam.
- Rebranded the company's B2B website, creating a new cohesive brand identity, designing wireframes, assets, animations and design systems. This led to a +17.31% increase in engagement and +4.9% extended scroll after the first two weeks of use.
- Collaborated with cross-functional teams in cognitive science, business, and development to solve complex design challenges by translating cognitively rooted concepts into intuitive new features for an educational app.

Freelancing UX Designer
Polipo
05/2023 - 04/2024

- Led the end-to-end design process for a news aggregation dashboard, ensuring the solution met the client's needs and branding, resulting in a tool that saved 70% of users' time on daily monitoring.
- Conducted user research through interviews and focus groups, identifying key pain points and necessary features for the dashboard, which led to more efficient workflows and improved user satisfaction.
- Prototyped high-fidelity interactive wireframes, which were used as the foundation for user testing and development.
- Contributed to the product's frontend development using HTML and SCSS, ensuring the successful delivery of the final product.

Cognitive Psychology Research Internship
MemoryLab
02/2022 - 07/2022

- Conducted a literature review on memory and adaptive algorithm models, which informed the design and setup of an experiment.
- Analyzed results to test pre-hypothesized research questions using R and mixed-linear regression models.
- Presented statistical analysis results, offering actionable insights that informed the direction of future research designs.

PUBLICATIONS

⬈ An Adaptive Learning System for Stepwise Automatisation of Multiplication Facts in Primary Education
2024 Iancu et al.

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
- Statistics: Repeated Measures, R, JASP
- Data Collection for Cognitive Neuroscience (Pupillometry)
- Test Construction
- Literature reviews in Cognitive Neuroscience

BSc Psychology
Faculty of Psychology and Educational Science of Alexandru Ioan Cuza
08/2015 - 07/2018

GPA: 8.76

- Statistics: SPSS
- Organizational Psychology
- Experimental Psychology
- Psychotherapy

SKILLS

Tools

SPSS   R   Figma   Miro   Jira   Adobe Suite

Google Analytics

Soft

Communication   Critical Thinking   Ambition

Time Management

UX

Design Thinking Framework   Qualitative & Quantitative Research

Data Analysis   Evidence-Based Design   Heuristic Analysis

LANGUAGES

Italian
Full professional Proficiency

English
Full professional Proficiency

Romanian
Native & Bilingual Proficiency

Dutch
Limited Working Proficiency