



DOSSIER CURRICULUM VITAE MMXXVI

RALUCA CIOCOIU

creative technologist · artisan of interfaces

PRODUCT-MINDED FRONTEND DEV · UI/ UX

viae contactus

CONTACT

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Location

- Romania

qui sum

ABOUT ME

Frontend developer with a strong focus on UI and a product-oriented mindset. I enjoy building interfaces that are not just functional, but clear, intuitive and well thought out.

I've worked end-to-end on features - from shaping ideas and defining flows to designing in Figma and implementing them in code - which helped me develop a balanced approach between engineering, design and user experience.

Beyond development, I naturally get involved in how a product feels and performs: usability, visual consistency, and user behavior. I'm proactive, quick to adapt and comfortable taking ownership in ambiguous or evolving environments.

instrumenta operis

SKILLS

Frontend

- React, TypeScript, JS (ES6+), HTML, CSS
- Redux, API integrations,
- component-based architecture
- CI/CD pipelines

Tools & Tech

- Git, NPM/Yarn, Webpack
- REST APIs, Cypress (E2E), basic unit testing

Design & Product

- Figma (UI/UX, wireframing, user flows)
- Component thinking, usability, visual consistency
- End-to-end: idea > design > implementation

Marketing & Content

- Content creation & performance
- CapCut, Canva

Workflow

- Agile (Scrum), Jira, Confluence
- Cross-functional collaboration

Languages

- Romanian *native*
- English *fluent*
- Spanish *very good*

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WORK EXPERIENCE

Freelance / Independent Product & Frontend Work

2024 – Present

- Led end-to-end delivery of multiple client projects, combining product thinking, UI/UX design, and frontend development
- Built a KYC application from concept to delivery (flows, Figma design, coordination, implementation)
- Developed a full e-commerce + course platform including a custom quiz-based recommendation tool
- Designed and implemented an e-commerce store (UI/UX, frontend, visual assets)
- Delivered brand identity work (brandbooks) for multiple small businesses

Frontend Developer - Klarna

2021 – 2024

- Contributed to the full rewrite of a browser extension after Klarna's acquisition of JoinPiggy, aligning it with new architecture and design standards
- Moved into a senior-level team shortly after joining, based on performance and involvement
- Built and shipped multiple user-facing features end-to-end (logic, UI, integration, deployment) in a production environment
- Focused on UI quality and usability, contributing beyond implementation when needed

Frontend Developer - Danco Vision

2020 – 2021

- Developed web applications and websites, including React-based platforms
- Collaborated with designers and stakeholders to translate ideas into usable interfaces
- Contributed to UI improvements, UX decisions, and marketing-related projects
- Worked in a fast-paced agency environment across multiple projects

Frontend Developer - Kite Digital

2019 – 2020

- Built and customized websites using WordPress, HTML, CSS, and JavaScript
- Transformed design mockups into responsive, production-ready interfaces
- Handled maintenance, fixes and optimizations across client projects