



Mădălina Spoială

UX UI Designer

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- **7 years of experience** in UX UI design, working directly with **EU and UN clients**
- Proficiency in designing **wireframes and prototypes**, visual hierarchy, design systems, accessibility/usability testing and optimization, software development life cycle, user-centered design
- Strong skills in brand identity concept and implementation, graphic design, video and photo editing

Projects

Main clients

Tools / Figma, Adobe Photoshop, Sony Vegas Pro

- **UNESCO** – Biosphere Reserves and Global Geoparks
JAN 2026 – APR 2026 / Full ownership of redesign
- **UN Environment Programme** – GlobalABC
AUG 2025 – DEC 2025 / Redesign site feature
- **EUROPEAN COMMISSION** – Digital Agenda
NOV 2025 – APR 2026 / Redesign site feature
- **UN Convention to Combat Desertification** – Interregional Group Central Asia & Russia
JAN 2025 – OCT 2025 / Full ownership of design

Participated in virtual meetings with clients and colleagues to clarify goals and gather feedback. Conducted usability research, created wireframes, prototypes, and built design systems in Figma. Retouched photos and edited hero videos where project specs required it.

- <https://biodiversity.unesco.org/>
- <https://globalabc.org/knowledge-platform>
- <https://globalabc.org/knowledge-platform-library>
- <https://digital-decade-desi.digital-strategy.ec.europa.eu/datasets/desi/charts/country-profile>
- <https://www.land-irg.org/en>

Skills & Languages

Skills:

Figma · Adobe Photoshop · Design Systems · Wireframes · Prototypes · Visual Design · User Experience

HTML5 · CSS3 · Sony Vegas · Professional Photography · Image retouching · Photo/Video Editing · Communication · Planning and Organising · Detail oriented

Languages:

Romanian (Native)
English (C1 Proficient user)

Experience

Eau de Web / UX UI Designer

JUL 2019 – PRESENT

Collaborated directly with EU and UN stakeholders, gathered feedback, clarified goals, and ensured design decisions reflected their needs and priorities.

Worked closely with backend and frontend engineers to align on brief requirements, technical constraints, and feasible implementation paths.

Complete ownership of design or tasked with improving website features. This process included researching, wireframing and prototyping using Figma.

Self employed / Photographer

2016 – PRESENT

DIGITART MEDIA / Video Editor

MAR 2017 – MAY 2017 / MAR 2018 – AUG 2018

Education

University of Bucharest / Master's Degree

2018 – 2020

- Degree in Multimedia & Audio/Video Production from the Faculty of Journalism and Mass Communication

University POLITEHNICA of Bucharest / Bachelor's Degree

2014 – 2018

- Degree in Information Engineering (in English) from the Faculty of Engineering in Foreign Languages

Certifications

Accredited Photographer Diploma (Authorized by ANC) / F64 Studio

2024

Google UX Design Certificate / Coursera

2022

More client work

Tools / Figma, Adobe Photoshop

European Union:

- WISE Marine (2023)
- Copernicus Climate Change (2025)
- Copernicus Marine Service (2023 – 2024)
- Enisa (2022)
- Maritime Spatial Planning Platform (2021)

United Nations:

- Multilateral Fund Secretariat (2025)
- ITC Benchmarking platform (2020 – 2021)

University Politehnica of Bucharest:

- DTEClimate (2023)

UN Environment Programme:

- Minamata Convention on Mercury (2024, 2026)
- Cool Coalition (2025)
- Eurobats (2025)
- The Oil & Gas Methane Partnership 2.0 (2025)
- Rio Conventions Pavilion (2025)
- Law and Environment Assistance Platform – LEAP (2024)
- UNEP-FI Human Rights Guidance Tool (2024)
- The Romanian Court of Accounts (2024)
- Data Reporting Tool for Biodiversity (2020, 2024)
- Eau de Web platform for organizing projects & employees (2023 – 2024)
- OzonAction Meeting Portal (2023)
- InforMEA eLearning Platform (2019, 2023)
- CITES (2020 – 2023)
- CITES Virtual College (2021 – 2022)
- International Consortium on Combating Wildlife Crime (2022)
- Ozone Secretariat (2019)

- <https://www.eurobats.org/>
- <https://www.ogmpartnership.org/>
- <https://www.curteadeconturi.ro>
- <https://www.ozonactionmeetings.org/>
- <https://cites.org/>
- <https://cites.org/eng/virtual-college>
- <https://www.iccwc-wildlifecrime.org/>
- <https://dteclimate.upb.ro/>