



Costin Iorgulescu

Manager, User Experience Design

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ABOUT

I am a User Experience Manager HSBC. My job is to help teams use design thinking to unlock innovation capabilities and deliver them as commercially successful products and services.

My journey in design thinking started nearly a decade ago when I have decided to take concrete steps to understand how to deliver maximum value to consumers. Since then I have worked for large corporates and start-ups in Romania, Singapore and Hong Kong. I have been exposed to a wide diversity of roles, personalities and cultural backgrounds. This has had a vast impact who I am today.

SKILLS



Design Thinking



Innovation



Strategy



Facilitation



Prototyping



Coaching

WORK EXPERIENCE

Manager, User Experience

2018 July - Present
HSBC | Hong Kong

Vice President, Digital Experience

2017 March - 2018 June (1 year, 4 months)
HSBC | Singapore

Senior User Experience Designer

2016 July - 2017 February (8 months)
Christopher Guy | Singapore

User Experience Architect

2016 April - 2016 July (4 months)
ING Bank | Romania

User Experience Designer

2015 August - 2016 April (9 months)
Simpology | Romania

User Experience Analyst

2012 July- 2015 July (3 years, 1 month)
Raiffeisen Bank | Romania

Various roles

2008 Sept- 2012 June (3 years, 10 months)
Raiffeisen Bank | Romania

TOOLKIT



Sketch
Wireframing



Axure RP 8
Prototyping



Adobe Marketing
Web Analytics
A/B Testing



Adobe Illustrator
Vector Editing



InVision
Prototyping



Atlassian Software
Collaboration
Project Management

EDUCATION



Certified UX Practitioner

2015, 2019
Human Factors International, NN/g Group



Master's degree in Business and Commerce

2010 - 2012
Bucharest University of Economic Studies



Bachelor's degree in Finance, and Banking

2005 - 2008
Bucharest University of Economic Studies