



Bucharest



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PROFILE

I am a multidisciplinary designer with a background in architecture and a deep passion for UX design and technology. My career has been shaped by my ability to balance functionality and aesthetics, whether in architectural projects or user-centered digital experiences. With strong analytical skills and a keen eye for detail, I thrive in complex problem-solving, creating intuitive user experiences, and designing solutions that enhance everyday interactions. My approach is rooted in research, iteration, and user empathy, ensuring that my work delivers both business value and meaningful user engagement.

SOFT SKILLS

- Good communication
- Team worker
- Multitasking
- Problem Solving
- Analytical mind
- Attention to details

HARD SKILLS

- Figma
- BIM (Revit, Archicad)
- Autocad
- Rendering (3ds Max, Lumion)
- Photoshop, Illustrator
- MS Office package

LANGUAGES

- Romanian
- English
- German (A1)

PERSONALITY

- Ambitious
- Positive
- Fast learner
- People orientated

COSMIN PETRACHE

26 - 10 - 1994

EDUCATION

HIGH SCHOOL

Art High School "Ionel Perlea"

UNIVERSITY

UAUIM - Architecture University "Ion Mincu"

COURSE

Scoala informala de IT

EXPERIENCE

K-Scan – Self-Checkout & In-Store Navigation App

This project focused on improving the self-checkout experience for a major Romanian retail brand by addressing customer pain points and business needs.

Research & Insights:

Conducted comparative analysis of different self-checkout (SCO) systems.

Performed guerrilla interviews with real users to uncover friction points. Mapped insights using journey mapping and affinity diagrams.

Key Findings:

Users wanted faster navigation, less human interaction, and better shopping control.

The shopping process itself (finding products) was more frustrating than checkout.

Solution – K-Scan App Features:

In-store product search & shopping list management.

Automated map generation based on the shopping list.

Integrated mobile checkout & age verification bypass using QR codes.

Seamless one-hand usability for an optimized experience.

This project combined UX research, usability testing, and interface design to create a streamlined and frictionless shopping experience.

StepOutside!

Event Discovery & Social Coordination Platform

This project aimed to redesign the way people discover and plan social events, focusing on event accessibility, social coordination, and user engagement.

Research Phase:

Conducted desk research to analyze cultural consumption patterns and event app adoption challenges.

Led user interviews to understand how people plan outings and coordinate with friends.

Used affinity mapping to synthesize findings into user motivations, needs, and frustrations.

Key Findings:

Users struggle with event discovery, fragmented information, and coordinating with friends.

Businesses face marketing challenges in reaching the right audience.

MVP Definition & UX Design:

Designed a User Flow Chart to outline the ideal user journey.

Created wireframes and interactive prototypes for testing.

Focused on core features like event recommendations, friend coordination, and interactive maps