

Andreea Laiu

Product designer working on payments and checkout — the configuration surfaces that merchants and their customers actually transact through

laiuandreea3@gmail.com
andreealau.web.app
linkedin.com/in/andreea-laiu
Iași, Romania

Experience

Senior UX/UI Designer · Paysecure Technology Ltd

Apr 2024 — Oct 2026

- Set the design direction for the cashier on a payments orchestration platform, working with product in London and engineering in India. Owned the work end to end, from requirements through to sign-off on what shipped, and mentored a junior designer from onboarding to independent delivery.
- Rebuilt the platform dashboard around approval and decline rate by payment method. The old one counted transactions; it never showed whether payments were succeeding. Live in the React platform.
- Redesigned the rule engine for its move to React. Routing rules are written by operations staff, not engineers, and no new features were allowed — so every improvement came from structure, naming and grouping.
- Restructured the cashier into separate Payin and Payout modules. Proposed the navigation architecture after the platform could not support nested collapsible menus; shipped as the product's current information architecture.
- Designed four merchant-configurable cashier themes plus the CSS customisation controls, working out how much visual control a merchant can be given before the interface breaks — contrast failures, unreadable states, inconsistent components.
- Designed a deposit app and agent configuration tool for a gaming operator, from a voice-note brief to a working prototype in under a week. Scoped it through the requirements the brief did not cover: link expiry, approval chain, customer records, currency handling.
- Designed the Amount Suggestion configuration for an algorithm that suggests deposit amounts: two modes, not three, and a split test that runs it against the merchant's own settings.
- Designed the threshold rule builder, live in the React platform, presenting conditions as composable cards with an explicit auto-reject or manual-review decision.
- Took the Click to Pay / Mastercard compliance flows through the scheme's review, revising directly against their feedback.
- Audited implemented interfaces against the designs and documented the gaps — navigation inconsistency between two parallel codebases, unformatted monetary values, missing input validation — mapping each to the merchant complaint it caused.
- Mentored through briefs, weekly reviews and written critique, then handed the junior designer full ownership of the company brand book, which shipped after review by marketing and leadership.
- Also produced release-note assets, payment-flow explainer videos and marketing site sections.

In short

20 yrs

in digital commerce and design — retail, e-commerce, payments

+120%

profit growth in two years on the online store I launched and ran

+20%

engagement and conversion from interface work at Amazon

Practice

Product & UX

Information architecture, interaction design, user flows, journey mapping, prototyping, usability testing, A/B testing, design systems, design tokens, accessibility (WCAG), design QA and implementation sign-off, design critique and mentoring

Commercial & domain

Payments orchestration, cashier and checkout, payment method routing and rule engines, transaction limits and thresholds, KYC flows, approval and decline rates, localisation, conversion optimisation, customer lifetime value, e-commerce operations, iGaming

Tools

Figma, FigJam, design tokens and variables, Photoshop, Illustrator, Jira. AI-assisted design with Claude and Claude Code — built and deployed two working product prototypes, including a full developer documentation portal. Motion when a project needs it: After Effects, Premiere Pro

UX Design Mentor · **GoIT** Dec 2023 — Mar 2025

- Mentored students moving into UX. Reviewed and graded assignments against a course rubric, wrote individual feedback on each submission, and taught the fundamentals of research, structure and interface design.

Freelance UX/UI Designer · **Independent** Feb 2023 — Feb 2024

- Wireframes, prototypes and design systems for client projects. Presented and defended design decisions directly to clients.

Amazon Oct 2014 — Feb 2023

Nine years, moving from production design into motion, then into the systems other teams built with.

UI Designer Dec 2019 — Feb 2023

- Designed campaign and store landing pages across European and North American markets, in multiple languages — then turned that production into templates other teams could run themselves.
- Piloted a new page-building tool for two US cultural events. Identified the features it was missing, worked with a design technologist to extend it, then documented the workflow and trained the two stakeholder teams to run it. Page execution went from 14 days to 3, graphics needed from 56 to 14, and the stakeholder teams' own effort for an event page from three weeks to one.
- Built five templates and an SOP for an international product team so they could build their own storefronts: one build rendering to desktop, tablet and mobile, with live text over banners for localisation and screen readers. 14 hours saved across five marketplaces.
- Defined a 23-component design system for Amazon Pharmacy that reached around 300 pages, specified against WCAG contrast requirements with pass and fail documented per text size.
- Cut development iterations 30% by introducing wireframes and prototypes for stakeholder alignment before build.

Motion Designer Dec 2017 — Dec 2019

- Ran end-to-end video editing for product content. Assessed video coverage and quality in customer experience review groups, and wrote the SOPs that defined new operational workflows.

Senior Graphic Designer Oct 2014 — Dec 2017

- Held image defect rate at 0.3% by writing 10+ Photoshop scripts and actions that standardised the workflow.

Online Store Manager · **Nelmar** Jan 2006 — Sep 2014

- Launched the company's online store, built the operating workflows behind it, and grew profit 120% in two years. Ran it for eight years, owning merchandising, digital campaigns and customer retention.

Education

Master's, Marketing Management

"Gheorghe Asachi" University, Iași ·
2007–2008

Bachelor's, Geography and English

"Alexandru Ioan Cuza" University, Iași ·
2001–2005

Certification

- Google UX Design Professional Certificate
- Google Project Management Certificate
- Google Analytics
- Applied User Experience Design — RILAB, Iași

Languages

Romanian — native
English — fluent