

# LIAM STOICA

## Product Designer

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## Summary

Product Designer with 2 years of experience, skilled in branding, UI/UX design, and product scalability. Successfully enhanced brand visibility and user engagement through innovative design solutions at MUSE SWIMWEAR NZ and BMW Group. I aim to leverage expertise in design management and strategic initiatives to drive user-focused innovations in future projects.

## Experience

**Muse Swimwear NZ** Remote  
**Design Consultant** 11/2023 - Present

Implemented design principles and methods into startup brand, elevating its maturity.

- Boosted brand visibility, achieving 65% sales growth through strategic design initiatives.
- Pioneered user-focused design solutions that significantly enhanced online engagement by 40%.
- Refined brand identity with meticulous design strategies, leading to increased market presence.

**BMW Group** Savannah, GA  
**Design Manager** 09/2023 - 11/2023

Directed project planning and execution ensuring project goals and requirements were met.

- Designed Metaverse transition for client BMW, leading the design strategy and user experience from initiation to user retention.
- Projected 75% of users to transition to BMW VXP, enhancing platform engagement.
- Fostered team synergy, integrating 15 designers for BMW's Metaverse project.

**Deep Water Point & Associates** Remote  
**UX Designer** 01/2023 - 11/2023

Led UX design of a B2B software, collaborating with a range of stakeholders.

- Oversaw 2 teams of offshore developers through Axure to ensure timely sprint deliveries to deliver high-fidelity prototypes, wireframes, user flows and journeys across various touchpoints.
- Led UX design, boosting early adoption by 6 top firms, including Deloitte.
- Pioneered a UX design system enhancing product consistency and scalability.

**EnviCare** Atlanta, GA  
**UX Designer** 02/2022 - 08/2022

Company rebrand and website revamp to improve competitive positioning.

- Successfully rebranded EnviCare, boosting brand image and market appeal, increasing conversion rates from 8% to 20% within 3 months post-launch.
- Focused on meticulous A/B testing to elevate design functionality and aesthetics, improving web traffic by 15%.

## Education


**Savannah College of Art and Design** Savannah, GA  
**Master's Degree in Design Management** 09/2023 - 05/2024

**Savannah College of Art and Design** Savannah, GA  
**Bachelor's Degree in UX Design & Graphic Design** 01/2019 - 05/2023


## Skills

Design Management · Leadership · UX Design · Product Design · UX Research · Problem Solving · Figma · Illustrator · Photoshop · Communication · Wireframing · Prototyping · Organizational Skills · Brand Strategy · Design Strategy · Interaction Design · Product Management · User Research · User Testing · Product Strategy · Design Thinking · Experience Design · CRM · Interface Design

## Achievements

 **International Design Awards**  
4 International Design Awards won from varying projects at SCAD.

 **Indigo Design Awards**  
Over 25 Indigo Design Awards won from varying projects at SCAD.

 **Captain of the Men's Tennis Team**  
I was the captain of the collegiate men's tennis team at SCAD for 4 years and led the team to conference finals.