FELICIA GHERCAVII

Interaction Designer

Lugano, CH | linkedin.com/felicia-ghercavii | felicia-ghercavii.com | ghercavii.felicia@gmail.com | 078 330 1683

6+ years designing digital products across fintech, DTC, and editorial; bridging product design, UX, creative coding, and brand with a focus on clarity and agile collaboration.

WORK EXPERIENCE

OLIVER AGENCY | BARCLAYS

Senior Digital Designer | Aug 2022 - Feb 2024

- Redesigned website, emails, letters, socials: boosted retention by 35%, followers by 400%, and CTR by 25%.
- Led campaigns with partners like Sony, contributing to a 3.5% sales increase.
- Simplified client communications, cutting support calls by 20% and raising credit uptake by 3%.
- Mentored juniors and helped keep Barclays' card top-ranked on major comparison platforms.

VIVERE

Senior Brand Designer | Jun 2021 - Aug 2022

- Repositioned Vivere's identity, strengthening brand presence during rapid growth.
- Delivered investor decks that supported funding and B2B expansion.
- Improved team efficiency by mentoring juniors and streamlining workflows.

Brand Designer | Sep 2020 - May 2021

- Launched 10+ brands in wellness, beauty, and spirits through end-to-end development, from identity to packaging to e-commerce assets.
- Created modular design systems and pitch decks that accelerated go-to-market timelines.

SEEQ AGENCY

Editorial Designer & Social Media Manager | Dec 2019 - Sep 2020

- Boosted visibility through targeted, SEO-driven social strategies across key platforms.
- Designed editorial content and campaigns that elevated brand engagement & narrative consistency.

IED MADRID

Design Intern | Apr 2018 - Sep 2018

- Supported multidisciplinary research through editorial design, 3D visuals, and infographics.

EDUCATION

UNIVERSITY OF APPLIED SCIENCES AND ARTS OF SOUTHERN SWITZERLAND

Interaction Design, M.A. | Sep 2024 - Jul 2026

RHINE-WAAL UNIVERSITY

Information and Communication Design, B.A. | 2015 - 2020

SKILLS

UX/UI & Interaction Design	Creative Coding (HTML, CSS, JS, C++)	Figma & Adobe CC	Design Systems
Prototyping & User Research	Branding & Visual Design	Physical Computing	Digital Fabrication
Agile Workflows	Strategic Thinking	Cross-Functional Collaboration & Mentorship

LANGUAGES

Russian, Romanian	English, German	Italian	Spanish
Native	C2	B2	B1