

RARES RUSU

PRODUCT OWNER

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08.02.1985 - Romania

SUMMARY

I create and communicate solutions that have a real impact on people's lives. And this is what keeps me creative.

EXPERIENCE

September 2016 – Present | Product Owner

Swisscom AG - www.swisscom.ch

- Capture product requirements (user journeys, use cases, user stories) and manage the backlog of the agile development team.
- Supporting an interdisciplinary team in the release of software features to help achieve business goals through prioritization.
- Anticipating client needs and create a plan around them.
- Lead the planning product release plans and set expectations for the delivery of new functionalities.
- Actively contributing to product vision and development of a longer-term product plan in cooperation with business owners.

February 2013 – June 2016 | User Experience Designer

3 Screen Solutions GmbH & Co KG - www.3ss.tv

- Shaping Interactive Digital Products and blending design with Entertainment Smart TV Apps.
- Single point of contact between an international team consisting of 25 developers and the client UI department, operating in an Agile environment.
- Responsible for creating the measurement wireframes, optimizing assets and design resources for accurate implementation of the user interface on Web, Android, iOS and Windows platforms.
- Keeping a close eye on the end-product and being fully involved in the QA department as a UI Tester for design and functionality.

April 2011 – Present | UX Designer & Visual Artist (Freelance)

Founder - www.raresrusu.com

Wimdu - GmbH - www.wimdu.com

Fietsfabriek - NL - www.fietsfabriek.nl

- UX Designer and Digital Project Manager - NL - Amsterdam
- UX Design and Technology Research
- Visual social media strategy
- Customer engagement strategy
- Research on product identity
- Visual content manager

2007 – 2011 | UX Designer & Visual Content Manger

Greenmind Studio - www.greenmindstudio.com

Ogilvy & Mather - Client: BAT International Ltd. - www.bat.com

European Commision - RO - http://ec.europa.eu/index_ro.htm

UNICEF - RO - <http://www.unicef.org/romania/>

- Responsible for the UX UI strategy and research of GreenMind Studio.
- Website testing and maintenance.
- Responsible for full-service visual production for print, online and internal campaigns.
- Advertising experience with local and international clients and brands like: British American Tobacco, Vodafone, Coca Cola, Heineken, Raiffeisen Bank, BRD Bank, Telekom Romania.
- Working with both local and international Advertising Agencies like: Ogilvy, Grey, Propaganda, McCann-Erickson.
- Shooting and exhibiting ideas in the local and international fashion and lifestyle magazines (Bazar, Beau Monde, Marie Claire, Esquire).
- Packshot, fashion and location photography.

2005 – 2007 | Web Developer (Freelance)

Study - Reasearch

- Web Development services
- Practical Solutions for web design
- Search Engine optimization (SEO), website optimization
- Server Management and Server Maintenance

EDUCATION

2004 – 2008 | BA at University of Bucharest

- Bachelor’s Degree, Journalism and Mass Communication.
- Specialized for new media systems - advertising, branding, web, photojournalism, publication design.

Courses and seminars followed during the University of Bucharest:

- Multi-Platform Writing and Editing, Information Visualization, Web Design, and New Media, Public Relations & Advertising, Online Video, and Audio Reporting.

HONORS & AWARDS

2016 - “Best User Experience for Mobile”

At the ‘8th Annual Mobile Excellence Award 2015 in L.A.

2015 - Silver Award for “User Value”

At the Best of Swiss Apps Award

2015 - Best Multiscreen TV Service

TV Connect Award 2015 - London

2010 - AdPrint Awards Bronze Angel

Published in www.luerzersarchive.net and www.coloribus.com.

Client: Gold FM; Radiohead Pablo Honey AdPrint 2010 Art, Culture, Media & Entertainment.

2009 - Youthpass Degree by European Commission and Youth in Action

For taking part in the European Politic Traineeship at the European Parliament in Brussels, Belgium.

2008 - Honorary Degree from UNICEF

For the solidarity and commitment in the humanitarian action to help children in the counties affected by floods in July 2008.

