Marian Gasinu

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EDUCATION

Drexel University — Philadelphia, PA
Master of Science in Human Computer Interaction and User Experience (GPA: **4. 0**) — Graduated: June 2026

EXPERIENCE

CSL Behring — King of Prussia, PA
UX/UI Design Co-Op (AI & Experience Design Team) — September 2025 – March 2026

- Led the research and design of an AI-focused component library, defining 12 reusable components and 40+ interaction states to support scalable, trustworthy AI experiences across enterprise products.
- Contributed to improvements for CSL Plasma's existing mobile app through feature enhancements and design tickets, supporting a platform used by 1M+ active donors across multiple international markets.
- Redesigned the donor app visit reminder experience, to improve accessibility, messaging clarity, and overall user comprehension across key touchpoints.
- Assisted in the expansion of the product design system with scalable component structures, color tokens, Figma variables, and reusable design patterns.
- Partnered with cross-functional teams across Product, Engineering, Research, Marketing, and Business to deliver enterprise healthcare experiences.
- Collaborated with UX researchers to implement research-backed design recommendations, improving clarity, usability, and user confidence across key user flows.
- Designed high-fidelity prototypes and implementation-ready designs to support stakeholder alignment and engineering handoff.

Gamezone Ghana — Freelance/Remote
Web designer & Digital Experience Lead — July 2020 – July 2024

- Improved usability and navigation through iterative UX enhancements, optimizing content organization, product catalog management, and customer ordering workflows
- Designed and built a responsive e-commerce website from concept to launch, creating user flows, wireframes, high-fidelity designs, and front-end implementation to support product discovery and purchasing
- Established and maintained a cohesive visual identity across web, social media, promotional materials, and customer communications to strengthen brand consistency
- Designed digital marketing assets, social content, and promotional campaigns across Instagram, TikTok, and X, contributing to audience growth of 2,000+ followers per platform
- Gathered customer feedback and translated insights into design and content improvements that enhanced the overall user experience and business operations

SKILLS

- Product Design, UX Design, Interaction Design, Design Systems, Accessibility (WCAG), AI Product Design
- Figma, FigJam, Framer, Google Stitch, Wordpress, Canva, Claude
- User Research, Usability Testing, Journey Mapping, Information Architecture
- HTML, CSS, Tailwind CSS, JavaScript, Python
- Jira, Agile, Design Systems, Cross-functional Collaboration

Certifications: Google UX Design Certificate(Coursera, August 2023)

LEADERSHIP & INVOLVEMENT

Graduate Student Association, Drexel University | Philadelphia, PA
Vice President of Communications | May 2025 – June 2026

Drexel University | Philadelphia, PA
Graduate Dean's Ambassador | June 2025 – June 2026

Drexel University | Philadelphia, PA
Graduate Writing Consultant | October 2024 – June 2026