

Cristina Brodu

m.cristinabrodu.3001@alumni.harvard.edu London, UK +44 (0) 7469 036 439

Harvard postgraduate in Design Studies with permanent UK Right to Work. 20+ years of expertise in design across disciplines: UX/UI, architecture, AI-driven design evaluation, and prompt development. Skilled in crafting accessible, user-centric prototypes and evaluating AI design reasoning and outputs

WORK EXPERIENCE

06/2019 - Present **Freelance Design & Consulting**

SELF-EMPLOYED
LONDON, UK

- o Led UX/UI design for a telehealth eCommerce Ltd, developing brand-consistent content strategy, copywriting, and MVPs, improving user satisfaction by 20%.
- o Crafted precise design prompts for AI tools (e.g., Galileo/Stitch, Uizard, Visily), evaluating prompts and outputs for visual hierarchy, accessibility, and usability.
- o Delivered C-level advisory for startups, conducting UX and pitch decks audits
- o Applied Harvard design training to develop prototypes and microinteractions for apps like Plate & Planet, balancing user needs with feasibility and aesthetics.

03/2019 - 05/2019 **Senior Management Consultant**

AON UK
LONDON, UK

- o Ensured brand consistency and clear evaluation criteria in client deliverables.

08/2015 - 05/2017 **Management Consultant**

ERNST & YOUNG
LONDON, UK

- o Earned 2 EY Impact Awards and 28 positive evaluations for process optimization, improving efficiency by up to 70% in time and 50% in cost.
- o Edited and designed content for internal EY newsletters, boosting engagement.
- o Led design audits of teasers, translating complex requirements into visual criteria

08/2006 - 05/2015 **Assistant-Director, Architecture & Engineering**

RTKL, HOK, FPA, ARUP, OTHERS
LONDON, UK

- o Delivered high-value design solutions and graphic deliverables, leveraging visual communication and project management skills.

EDUCATION

2010 - 2012 Multidisciplinary and Design Studies (MDS), Level 7 NVQ equivalent

CAMBRIDGE,
USA

Advanced Master's degree, Harvard University

- o Focused on visual communication, developing expertise in assessing design quality.

2000 - 2006 Building Engineering and Architecture (MSc), Level 7 NVQ equivalent

ROME,
ITALY

Laurea Specialistica Magistrale, Rome La Sapienza University

- o Honed **design, spatial visualization**, technical drawing, and **aesthetic judgment**

1993 - 1999 Diploma Scientifico, (GCSE plus A-Levels), Level 4 NVQ equivalent

IGLESIAS,
ITALY

Upper Secondary School Diploma di Maturità, Liceo Scientifico

- o Hours in 5 years included: 594 Maths, 264 Physics, 330 Science, **330 History of Art**

SKILLS

Graphic Design, Branding
Design Prompt Development
Visual Reasoning Evaluation
Writing and Editorial Skills
Adobe, Hedra, 11Labs, NanoB
Galileo/Stitch, Uizard, Visily

CERTIFICATES

UX Design Specialization (7 courses, 100% grade), Coursera, 2024
Product Management Certificate (6 courses, 100% grade), 2024
Specialization in Project Management (capstone project), 2024
PMI Agile Certified Practitioner (PMI-ACP) Prep, 2024
PRINCE2 Foundation and Practitioner, Axelos, 2013
Python and Tableau for Data Analysis and visualization, 2020