

Gabi Schiopu

UX/UI DESIGNER | FRONTEND DEVELOPER

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PROFESSIONAL SUMMARY

Frontend developer and UX/UI designer with 10+ years of experience creating user-centred digital solutions for technical and enterprise applications. I specialise in bridging the gap between design and development, with proven expertise in building design systems, component libraries, and scalable web applications. My collaborative approach and focus on continuous learning have proven effective in remote team environments, where clear communication and delivering practical solutions are essential.

TECHNICAL SKILLS & TOOLS

Design & User Experience

UX/UI Design for web applications, branding and visual identity, design systems architecture, component libraries, user research and testing, responsive design, cross-device compatibility, accessibility standards.

Frontend Development

React, Vue.js, TypeScript, JavaScript, HTML5, CSS3 (SCSS, PostCSS, CSS Modules), Tailwind CSS, Nuxt.js.

Content Management & Development

WordPress development, custom Gutenberg blocks, WordPress REST API, Custom Post Types, PHP, ACF.

Tools & Technologies

Figma, Sketch, Adobe XD, Git, GitHub, Visual Studio Code, MongoDB Atlas, REST APIs, Vitest, Jira, Trello.

Currently improving: TypeScript, Vitest Unit Testing, Next.js.

PROFESSIONAL EXPERIENCE

Frontend Developer | UX/UI Designer

Freelance | 2014 - Present

I've been working independently on a mix of client projects and personal products that solve real problems. Each project has taught me something different about balancing user needs with technical constraints.

SiteTailors - Web Design Services Startup

Led complete branding, UX/UI design, and technical implementation for a web design services startup, creating a cohesive brand identity and digital presence.

- Technical approach: Nuxt JS, Vue JS, TailwindCSS, JavaScript
- Impact: Delivered comprehensive brand package from visual identity to fully functional website
- Challenge solved: Created professional digital presence that effectively communicates service offerings and establishes credibility in competitive market
- Demo: <https://projects.gabischiopu.com/sitetailors>

BuiltFast - Hosting Startup Company

Designed and developed complete branding and web presence for a hosting startup, focusing on performance-oriented messaging and user-friendly interface design.

- Technical approach: Nuxt, Vue, TailwindCSS, JavaScript
- Impact: Created compelling brand identity and website that positions the company effectively in the hosting market
- Challenge solved: Translated technical hosting services into accessible, engaging web experience that appeals to both technical and non-technical audiences
- Demo: <https://projects.gabischiopu.com/builtfast>

Ocbees.org - Orange County Beekeepers Association

Led web design and WordPress development for a local US beekeepers association, creating an informative platform for community engagement and educational resources.

- Technical approach: WordPress, custom Gutenberg blocks, HTML, CSS, JavaScript
- Impact: Provided professional digital platform that strengthens community connections and promotes beekeeping education
- Challenge solved: Transformed organization's online presence with user-friendly design that serves both experienced beekeepers and newcomers to the hobby
- Live site: <https://ocbees.org/>

WaterOnMars - Water Management Application

Designed and developed a simple yet comprehensive React application for managing water consumption in residential complexes.

- **Technical approach:** React, Context API, TailwindCSS, MongoDB Atlas, Clerk Authentication
- **Impact:** Created an intuitive solution that simplified utility management for property administrators
- **Challenge solved:** Turned a traditionally paper-based, error-prone process into a streamlined digital experience
- Demo: <https://demo.marte30.online/>
- Repository: <https://github.com/gabsy/wateronmars>

Weather Widget Component System

Built a reusable React component library for weather data visualisation using OpenWeatherMap API integration.

- **Focus:** Component architecture design and API integration patterns
- **Result:** Truly reusable components that handle different data states and responsive layouts
- Repository: <https://github.com/gabsy/weather-widget>

Raw Labs Corporate Website

Led complete design and WordPress development for a data analytics company, working directly with the technical founders to understand their audience.

- **Delivered:** Brand identity, information architecture, and technical implementation
- Demo: <https://projects.gabischiopu.com/rawlabs/>

Frontend Developer | UX/UI Designer

A2Hosting (currently hosting.com) | Apr 2024 - Feb 2025

During my time with A2 Hosting i was part of the team as Designer and Frontend Development for the user interface for TurboHub, the centralised WordPress management control panel.

Created intuitive dashboard experiences including performance optimisation tools, backup management systems, security monitoring interfaces, and site administration panels. Delivered clean, user-friendly designs that simplified complex hosting operations through clear navigation, data visualisation (performance metrics and settings, security status), and streamlined workflows for technical and non-technical users.

Frontend & WordPress Developer

Dekode Interaktiv, Norway | Aug 2021 - Nov 2023

Full-time Remote

Worked with leading Norwegian WordPress agency on complex client projects, focusing on custom Gutenberg block development and full-stack WordPress solutions. The variety kept things interesting and really pushed my React and WordPress integration skills.

Key Responsibilities:

- **Custom Component Development:** Built sophisticated Gutenberg blocks using React and WordPress REST API
- **Project Leadership:** Independently managed complete development lifecycle for mid-size client projects
- **Quality Assurance:** Performed design QA, cross-browser testing, and systematic bug resolution

Notable Projects:

- **Mollie.com:** Custom Gutenberg block development with complex API integrations
- **AviNode Group Academy:** Full-stack WordPress sub-site development
- **Mentalhelse.no:** Custom functionality development and component architecture
- **Mental Perspektiv:** Primary developer role, handling 85% of development tasks
- **Promon.co:** Custom blocks, design QA, and performance optimisation

The experience taught me a lot about working with existing codebases and maintaining high standards across different client requirements.

Frontend Developer | UI/UX Designer

OnApp.com, UK | Oct 2016 - Jul 2021

Full-time Remote

This role was a perfect mix of design system work and product development for a cloud infrastructure company. I got to work on interfaces for pretty technical products while building the foundation for consistent design across multiple teams.

Design System:

- **Built company-wide design system** using Figma, which improved design-to-development handoff efficiency significantly

- **Developed comprehensive HTML/CSS/JavaScript component library** ensuring consistent user experience across all products
- **Established frontend coding standards** and best practices for maintainable, scalable code

Product & Technical Contributions:

- **Interface testing and code review:** Implemented systematic testing protocols and peer review processes
- **Corporate web presence:** Designed and developed company websites, landing pages, and marketing campaigns
- **Internal product design:** Led UX/UI design for internal tools and new product applications

Really learned the value of good design systems here. When you have multiple products and development teams, consistency becomes everything for both user experience and developer productivity.

Senior Web Designer / Developer

WWWH LLC (formerly Site5), USA | Oct 2009 - Aug 2016

Full-time Remote

This is where I really developed my skills in both design and development. WWWH was a web hosting company, and I worked on everything from customer-facing WordPress themes to internal management tools.

Product Development & Market Success:

- **WordPress theme portfolio:** Designed and developed 10+ premium WordPress themes with exceptional market reception
- **Industry recognition:** Multiple themes featured on SmashingMagazine.com and other prominent WordPress publications
- **Corporate website redesign:** Led complete company website overhaul with A/B testing and iterative improvements
- **Admin interface redesign:** Completely rebuilt user admin interface, significantly improving customer experience

Technical Contributions:

- Full-stack development of company product websites and internal web applications
- Advanced frontend development with focus on performance optimisation

- Marketing design and online campaign development
- The WordPress theme work was particularly valuable - each theme had to work for completely different audiences and use cases, which taught me a lot about flexible, scalable design patterns.

EDUCATION

Electronics and Telecommunication Engineering
University of Bucharest