

EMMA DOBRESCU

Team leader & professional Scrum master

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PROFILE

Professional Scrum master & team leader with 3+ years work in the role, experienced in leading and coaching cross-functional Agile product teams, Excellent at facilitating the development process via Scrum and Agile principles. Experience with remote engineering teams, continuous integration and delivery, A/B testing.

15+ years experience in Information Technology.

Good track record of removing impediments and coaching individuals, creating product vision, objectives, metrics and technical roadmaps. Experience in driving, planning and communicating change.

SKILLS

- Excellent knowledge of Lean & Agile methodologies - Scrum, XP, Kanban etc. - and when to apply them
- Jira, Git, CSS/HTML, UX design, user research
- Excellent communicator and motivated by helping people grow
- Strategic thinker, good balance between user value and commercial awareness
- High level of empathy
- Speaking English, Romanian, French and Italian

WORK EXPERIENCE

Team leader | Scrum master at BOOKING.COM 2015–present

Led several cross-functional product teams for web, email marketing, B2B and intranet products. helping them grow into high-performance teams with autonomous behaviour, understanding Agile and Scrum and delivering successful projects. Set inspiring OKRs, led technical roadmaps, collaborated with product owners and data scientists. Mentor for new team leads, coached teams and individuals, Managed individual performance and performance evaluations.

UX designer at BOOKING.COM 2012– present, Amsterdam

Designed, coded, analysed A/B tests for the mobile website and the tablet version, successfully designed, tested and launched various email campaigns, designed and tested new pages on the property admin interface (reviews, FAQ, accounts) and successfully increased partner engagement, redesigned the account creation flow for properties created and coded the property to guest communication flow, overhauled the design and usability of the Two Factor Authentication for properties for web and mobile app.

Organized and performed user testing and user interviews, created user journey mappings, collaborated with POs, developers, copywriters and data scientists, did interviews for designers.

UX designer at ARIANE SYSTEMS 2010– 2012, Paris

Created responsive designs for check-in/check-out systems for hotel chains like Accor, translated designs into HTML and CSS, coded interfaces for touchscreen interactive kiosks, collaborated with back-end developers and product managers for user flows, redesigned and coded the company's website, bringing a mobile-first approach, with emphasis on their main product

Web designer at PUBLISHERS CLEARING HOUSE 2009, New York

Coordinated the transition of site/assets to table-less and CSS, standards-compliant format site, created the design and scripting of interactive mobile promotional applications (CSS/Javascript/.NET), mobile websites front-end coding and usability testing, technical Q/A, designed and coded in HTML and CSS a large number of emails together with optimization for email clients, developed the design for many of their online advertising and applications pages, the front-end code that included HTML, CSS and JavaScript production and architecture, Flash banners and animations, developed the design guidelines.

Web designer at ZOOTOO.COM 2008– 2009, New York

Developed accessible, standards compliant HTML and CSS code for the company's website, architect and create JavaScript (jQuery implementation), white labeling, PHP integration, contributed to the redesign of the site, developed the guidelines for the front-end code, worked closely with the QA team and developed new strategies for better cross-browser testing, developed the CSS, HTML, and JavaScript for white-label versions.

UI engineer at REDCATS 2007– 2008, New York

Design and development of new features for the company's thirteen US-based websites as well as for the international La Redoute website, created an AJAX based product filtering application, developed the front-end architecture for this project and implemented the design with HTML, CSS, JavaScript and the Prototype library, managed the design updates of La Redoute website, implemented the designs and added new features through CSS and JavaScript, implemented a redesign of the checkout process while ensuring coherence with the rest of the design.

Web designer at ECOMMERCE PARTNERS 2006– 2007, New York

Designed, rebuilt and coded accessible and standard compliant websites from PSD files (HTML, CSS, and JavaScript), shopping cart design, CVS and SVN collaboration, coded & designed the company's main website.

Web designer at ARTINFO 2005-2006 Iasi

Designed, coded and maintained the internet and intranet websites, developed graphical elements for the interface of the company's main financial product, , built email newsletters and identity packages for the financial software solutions, Flash banners, and presentations, brochures and logos.