



Ana-Raluca Căruntu

ABOUT ME

Research That Gets Built

I research how people behave inside systems, and turn what I find into something concrete enough to build. My work runs from field research and interviews through to prototypes and testing.

I'm drawn to complex, real-world problems: public services, AI, and the points where technology still needs a person in the loop.

EXPERIENCE

Civic Technology • 2024 • Den Haag

Graduation Internship

- Five months researching what AI can realistically moderate in public debate between municipalities and citizens.
- Analysed discussions where 90.6% of comments carried emotion and only 9.4% were positive.
- Ran 7 interviews and Wizard of Oz tests, showing AI needs transparency and a person in the loop.

Ngrane • 2024 • Amsterdam

Internship

- Field research with residents in Curaçao to surface places missing from existing data.
- Designed a gamified location app linking local knowledge to sustainable tourism.

SKILLS

Research & Strategy

User Interviews | Surveys | Field Research | Usability Testing | A/B Testing | Service Design | Ethical Design

Design & Prototyping

Figma | Adobe CC (Photoshop, Illustrator, After Effects) | Framer | Webflow | HTML / CSS

EDUCATION

Master

Digital Design

2024 - 2025 • Amsterdam, the Netherlands

Hogeschool van Amsterdam

Bachelor

User Experience (UX) Design

2021 - 2024 • Den Haag, the Netherlands

Minor - Game Development Production

De Haagse Hogeschool

ACE • 2025 • Amsterdam

Master's Project • four-person team

- Built an AI coaching concept pairing a haptic wearable with an app, on GPT-4 and Arduino.
- Led the research and owned the app and its user experience.
- Shipped a working prototype through hardware failure by switching to Wizard of Oz testing.

Deceptive by Design • 2025 • Amsterdam

Master's Project

- Turned a one-line brief on digital carbon footprint into a card game and companion website.
- Facilitated workshops and ran five rounds of playtesting with designers.

AI & Emerging Tech

Claude | OpenAI GPT | Midjourney | Wizard of Oz Prototyping | Gamification

Ways of Working

Agile/Scrum | Workshop Facilitation | Jira | Asana | Trello | Notion