



Remote visual designer. UX/UI producer. Creative researcher.

I am born in 1988 in Bucharest and I live and work as an artist and freelance designer in Iasi, Romania. I have recently graduated a Ph.D. in visual arts. During 2012-2019 I have worked at various local and international companies such as: softwin.com, newnectar.com, bss-one.ro, while collaborating remotely with amazing people across Europe and the US. From 2018-2023 I worked as a creative director at metahumans.com.

My regular working methodology involves communicating with clients, investors, dev colleagues and defining the general direction of a product from ground zero through the end of the process. My design thinking is based on a synergetic communication with the product owners, by understanding the client vision and by converting **desires** and projections into the reality of a **working product**. I am proficient in the last practices of user-friendly design. I believe creativity and a mind invested in technological research are my main strengths.

SKILLS & TOOLS:

Adobe XD, Photoshop, Illustrator, InDesign, After Effects, Premiere, Corel Draw, Wordpress/ Joomla/ Squarespace, HTML&CSS, Invision/ Uxpin/ Figma, 3DS Max/ Archicad, Office, Asana, Slack, Quip, Tresorit, Pen and paper



SELECTED PROJECTS:

GO LMS APP | UI and UX design, branding and identity for a learning management system app for metahumans.com, USA, 2022

CITY STORIES | UI and UX design, branding and identity for a tourism mobile app promoting cultural heritage, RO, 2019

ROR WEB APP | UI and UX design, branding and identity for a search engine reply and reputation management app, RO, 2018

ROR KEY | UI and UX design, branding and identity for a digital identity mobile app, RO, 2018

GAUSS CASA | UI and UX design, branding and identity for a smart home device controller app, RO, 2018

HOTBOX SHARING | UI and UX design for a restaurant industry web app, RO/ITALY, 2018

BORS APP | UI and UX design for a bill management app, RO/ITALY, 2018

ROLLCAST | UI and UX design, branding and identity for a financial forecasting and management web app, USA, 2018

HUMAN PEOPLES | UI and UX design, branding and identity for a privacy based social media app, USA, 2017

MAJOR LEAGUE RUGBY | branding and identity for the biggest Rugby League in USA, 2017

MOON BABY LABS | branding and identity, USA, 2016

Stationery development, **HUNS RUGBY**, Austin, USA, 2015

ATHERAPY PLUS | web design and branding | China, 2015

WOOWBOW | web design and branding | China, 2015

ACTION SPORT CONSULTING, branding, Austin, USA, 2015

SATO.SH | branding, The Island of Saint Helena, 2015

VUBEL | branding and ux app design, Austin, USA, 2015

BED IN PARIS | branding, USA, 2015

MOTOSURF NATION web design and branding | USA, 2014

NUMERIC.NC | branding, New Caledonia, 2014

REBRANDING **UT**, Electrical Engineering Company, USA, 2014

Stationery **AVANT FINANCIAL SERVICES**, Australia, 2014

JUST BEE | Branding, Kuwait, 2013

Stationery development, **KK SUB (SUBWAY)**, USA, 2013

BELLA VISTA REAL ESTATE | Branding, New York, USA, 2012