

*Seeking to secure a position of senior art director in the Advertising industry, I aim a competitive environment where I can use and develop both my skills and my professional experience with tangible results for the beneficiary of my work.*

**PROFESSIONAL EXPERIENCE** (A selective overview)**Art Director, Graphic Designer****2001- present****Sandoz – ATL campaign for Ketonal** (within Spotlight Advertising)

- Proposed the creative concept and the visual applications for TV, press ads and promotional collaterals.
- Directed photo shoots, supervised casting, edited photos, designed and produced layouts.

**JW Marriott – ATL campaigns, Expo Stands, Marriott Vienna Ball** (within Spotlight Advertising)

- Delivered creative concepts, supervised photo shoots, edited photos, designed and produced layouts.
- Served as client liaison, assessed creative needs and planning of production resources.
- Produced small scale models if felt a need for clarity and visual enhancement.

**Fulbright Commission Romania – Ads and Collaterals** (Freelance Projects)

- Designed and produced the corporate brochure and promotional collaterals.
- Supervised the project workflow from concept to delivery.

**Flacara Publishing Group – Editorial Design** (Freelance Projects)

- Designed the logo and the graphical concept of *Flacara* magazine.
- Produced the visual identity guide and supervised its implementation for the first issues under the new graphical concept.
- Designed logos and graphical concepts for other publications of the group.

**Tritonic Publishing Group – Editorial Design** (Freelance Projects)

- Created more than 300 book covers, several collection templates, along with artwork and layout design for various print media.
- Enhanced the company's online communication.
- Structured an effective work-flow system, as all project management and production was handled on-line, via e-mail, YM, FTP.

**National School of Political Studies and Public Administration – Collaterals** (Freelance Projects)

- Designed and produced artwork promoting the School and its curricula.
- Supervised the project workflow from concept to delivery.
- Served as liaison for the printing house.

**Jidvei - Branding & Collateral Communication** (within Spotlight Advertising)

- Designed the visual identity and its applications for Jidvei's exclusive wine club.
- Created several layouts and artwork for promotional collaterals.

**Farmacile DONA – ATL campaigns, Collaterals** (within TFP Advertising)

- Proposed creative concepts for ATL campaigns and in-house communication.
- Edited photos, designed and produced layouts and artwork.

**Farmacia Richter – Branding** (within Spotlight Advertising)

- Proposed the creative concept, the visual identity and applications.
- Designed a comprehensive visual guide stating the brand image for corporate identity, print & other media, façade architecture and interior design.
- Supervised the project workflow from concept to delivery.

**Elmiplant – ATL campaigns, Packaging, Rebranding** (within Spotlight Advertising)

- Proposed creative concepts and the visual applications for TV, press ads and promotional collaterals.
- Designed and redesigned packaging for various body care lines.
- Supervised photo shoots, edited photos, designed and produced layouts.

**Vier Pfofen Romania – Collaterals** (Freelance Projects)

- Designed and produced several collaterals on various media.
- Served as client liaison, supervised the project workflow from concept to delivery.

**Scandia Food – Collaterals, Expo Stand** (within Identity Communication)

- Designed and produced layouts for promotional brochures.
- Created layouts and 3D simulations for an expo stand participating at PLMA's World Private Label in Amsterdam.

**Vel Pitar – Packaging** (within Spotlight Advertising)

- Designed packaging for various products (French Toast); produced full scale mockups and provided production solutions.
- Supervised photo shoots, edited photos, designed and produced layouts.

**Communication Consultant****1998-2001***TAROM S.A., Bucharest*

- Analyzed the communication strategy of Tarom; designed a report focusing on the corporate elements, staff uniform, architecture design, in-flight magazine.
- Image analysis focused on the company's in-flight magazine "Tarom Profile".
- Creative concepts for promotional materials.
- Advertising Sales for the in-flight magazine: database of potential customers.

**Set and Costume Designer****1991-1997**

*Bucharest National Theater, Craiova National Theater, Cluj-Napoca National Theater, Târgu-Mureș National Theater, Odeon Theater - Bucharest, "Ion Creangă" Theater - Bucharest, Theater and Film Academy – Bucharest.*

- Creative concepts for the set design, the costumes and the props.

- Produced the artistic and technical drafts.
- Chose the fabrics and the accessories.
- Surveyed the execution and the finishing of the costumes and the set design.

## **EDUCATION**

1991-1997: BA in Fine Arts and Design, the Art Academy, Bucharest.

1983-1991: Graduate in fashion design, "Nicolae Tonitza" Arts High School.

1997-2000: Courses in "Visual Communication", "Information and Communication Sciences", Paris, France.

## **TRAINING**

Web Design course, 2009, Bucharest.

Semiotic analysis for visual communication and advertising persuasion techniques, 1998-1999, Paris, France.

## **OTHER SKILLS**

Computer literate: Adobe Creative Suite (Photoshop, Dreamweaver, Illustrator), Corel Graphic Suite, Microsoft (Word, Powerpoint).

## **LANGUAGES**

English – fluent

French – fluent

## **HOBBIES**

The iconographic culture: fine arts, advertising, political communication.

Research on mass media in communist and post-communist Romania.

Sports and movies.