

PROFILE

A Graphic Designer with over 20 years of experience specializing in print and magazine design, advertisements, layouts, web design, ePublishing, production and workflow management.

ABILITIES & KEY SKILLS

- » Ability to produce and communicate a consistent stream of fresh ideas and visual concepts
- » Excellent organisational skills with the ability to prioritise work and multi-task
- » Well-developed teamworking skills and ability to adapt ideas to clients' and colleagues' needs
- » Ability to deal with stress and work well under pressure in order to meet tight deadlines
- » A strong eye for detail, color matching skills plus a high level of motivation

SOFTWARE SKILLS:

- Operating Systems: Mac OS, Windows, MS-DOS
- Photo Processing: Adobe Photoshop
- Page Layout & DTP: Adobe InDesign
- Vector Graphics: Adobe Illustrator, CorelDraw
- Web Design: Adobe Dreamweaver, HTML, CSS
- Digital Marketing: email newsletters, marketing campaigns via email and social media
- Production, Pre-press: Adobe Acrobat, Scenicsoft Preps, Dynastrip
- Office: Microsoft Office (Word, Excel, Powerpoint, Outlook)
- Other: hardware & software installation, offset & digital press

PROFESSIONAL EXPERIENCE

2009 - present Freelance Graphic Design 100% Remote
Graphic Design / Desktop Publishing

» Achievements:

- Fire Island Tide Newspaper - Long Island, NY - completely redesigned the newspaper, including ads, magazine pages and layouts, responsible for all phases from plain text to press. I was able to streamline the production time from 5 days to 2 days.
- WesternBass.com Digital Magazine - created magazine identity, general design template and graphic line, magazine pages and layouts, preparing pages for ePublishing (flip book HTML format)
- AdvancedAnglers.com - created media kits for leading anglers in professional sportfishing
- South Florida Cars Magazine - created magazine identity and design, populate an InDesign document using scripts to extract car dealer listings from a database (car details, pictures, price etc.)
- River2Sea USA and Europe - designed and maintained e-commerce websites on Wordpress platform, designed from scratch various printed projects, catalogs, fliers, ads, banners
- Powell Rods USA - designed and maintained e-commerce Wordpress website, designed various printed projects - catalogs, banners, fliers

03/2004 - present The Fisherman Magazine Mt. Sinai, NY (Remote)
Graphic Designer

- » design ads, covers, magazine articles and layouts, collateral advertising (posters, media kits, marketing campaigns)
- » redesigned the magazine, reorganized workflow and improved overall work quality, shortening production time by 40%, thus saving costs and resources
- » coordinate efforts with marketing department in developing strong ideas and concepts in order to improve the magazine quality, improve sales and grow a better product

GRAPHIX

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PROFESSIONAL EXPERIENCE

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01/2004 - 03/2004 LKGS Marketing, Inc. Islandia, NY

Graphic Designer

» created and designed ads, brochures and collateral advertisements for clients - Habberstad BMW, NYMTA, production for Newsday, Cars Magazine, Car Buyer, Smithtown News, South Bay News, Westhampton News

12/2003 - 01/2004 New York SportsScene Magazine Ronkonkoma, NY

Graphic Designer

» created and designed ads, page layouts and articles for the magazine
» photo processing, retouching and color correction

05/2000-07/2002 HIPARION Publishing House Bucharest, ROMANIA

Art Director / Production Manager

» managed the graphic department (6 graphic artists) and production workflow (from scanning to page layouts, pre-press to printing house) for 5 monthly magazines - Domus, Casa Mea, Mami, Extra, Caminul
» created the magazines graphic identities, ads and articles design
» maintained relations with suppliers (prepress studios, printing houses) and clients - main client was Procter & Gamble Romania
» designed brochures, flyers, posters, stickers and various marketing / promotional materials

09/2002 - 10/2003 KRÜGER BRENT Printing House Bucharest, ROMANIA

Graphic Designer / Prepress Operator

» graphic design for Colgate-Palmolive (flyers, brochures, letters, posters and collateral materials)
» photo processing, retouching and color correction for several international magazines - (NATIONAL GEOGRAPHIC, FHM, COSMOPOLITAN - Romanian editions);
» Preflight and heavy production work for Oriflame Romania
» In-position, trapping and overprint handling, PS/PDF Workflow, RIP, MAC and PC preflight
» preflighted and optimized files for press output using InDesign, Acrobat, CorelDRAW Photoshop, Illustrator

EDUCATION & AFFILIATIONS

Profession: Engineer

1997-2003 - Bachelor of Science (Engineering) - Technical University Cluj-Napoca, Romania
1994-1997 - Associate Degree (Software Development) - Computer Science School Cluj-Napoca, Romania
» Member of National Association of Photoshop Professionals



National Association of
Photoshop Professionals

LANGUAGE SKILLS

Native language: Romanian
Second language: English
Intermediate: French
Basic: Italian, Spanish