



Profile

Creative explorer roaming for the past 15 years across the fields of art, design, video, animation and web development with meaning and beauty as my north stars and an unrelenting practical voice to ground my vision in reality.

I aspire to be what David Kelley was for design thinking, what Wes Anderson was for cinematography and what Abraham Maslow was for psychology: an idiosyncratic disruptor.

Professional Experience

Visual Designer

Chapeau!

Apr. 2020 – Present

- > Cooperated in defining and crystallizing the brand identity for multiple clients helping them stand out globally as challenger brands within highly specialized and competitive sectors.
- > Created unique and diverse visual identities along with comprehensive brand books and user-friendly marketing templates increasing brand awareness and lead generation capabilities.
- > Led the art direction and project management for a hyper-targeted proof-of-concept marketing campaign all the while producing a series of personalized videos which boosted email opening and reply rates.
- > Planned and conducted qualitative website design research evaluating brand attributes, information architecture and copy reception in order to promote readability and brand equity for new visitors.
- > Oversaw website development from design hand-off to launch, coordinating with the developer team in the QA phase to maintain brand consistency and eliminate errors.
- > Tasked with tracking website analytics on multiple platforms, gathering insights and providing easy-to-implement solutions focused on improving conversion rates.
- > Enhanced website user experience and interactivity through artfully-crafted and brand-augmenting designs, illustrations and animations.

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Key Competencies

Versatility & Adaptability

- Multi-disciplinary experience across industries and business maturity lifecycles
- Experimented and explored within numerous creative and technical fields

Leadership

- Impact and influence across all levels through effective interpersonal skills
- Team leadership and coaching through growth mindset

Strategy & Problem Solving

- Focused on the big picture from start to finish and planning out every step for maximum efficiency

Awards & Recognition

Digital Media Award

CUPE National - marketing and branding campaign award for best use of digital media

App Design Runner Up

Dream Projects - mobile app in support of New York City's upcoming OMNY transit and ticketing system



Graphic Designer / Illustrator

Union Marketing
Nov. 2016 – Mar 2020

- > As the lead designer in the Brand Strategy and Design team, I helped re-define the company vision and translated it into a new and thorough brand guide. With a completely refreshed identity and a fully developed user journey map, I designed the company website and an impactful marketing experience.
- > Creative directed and produced a nationally televised ad in partnership with MLSE and Toronto Maple Leafs Alumni, Darcy Tucker.
- > Developed a full brand update for the Power Workers' Union which included a detailed brand guide as well as numerous campaigns and digital experiences.
- > Improved web and app development time, with the help of customized UI kits, UX templates and high-fidelity prototypes, based on feedback from users and collaboration with the development team.
- > Successfully nurtured client relationships, coordinating time and resources to meet deadlines and expectations from all stakeholders.
- > Established and hosted weekly design and creativity workshops, improving team culture, software skill set and overall work process.

Graphic Designer

Apotex Inc.
Nov. 2015 – Sep. 2016

- > Key member of the Graphics Team tasked with the creative design and revision of the graphic elements for printed packaging components.
- > Mitigated request overloads as the only artist working on four markets simultaneously, showing strong initiative and support towards teamwork.

Education & Continuing Studies

Motion Graphics and UI Animation Course

Motion Design School - Present

Web Developer Workshop

Le Wagon - Nov. 2019

Master's Degree in Architecture

"Ion Mincu" University of Architecture and Urbanism - Jul. 2015

Associate's Degree in Drawing and Painting

Cultural Centre "Dunarea de Jos" - Jul. 2007

Interests

Design Thinking, Motion Graphics, Interaction Design, Illustration, Psychology, The Universe.

Skills

Visual Design
(6 year exp.)

Ps

Adobe Photoshop

Ai

Adobe Illustrator

Id

Adobe InDesign

Prototyping
(3 year exp.)

Xd

Adobe XD

S.

InVision Studio

F

Figma

Motion Graphics
& Video Editing
(3 year exp.)

Ae

Adobe After Effects

Pr

Adobe Premiere Pro

Content
Management
(1 year exp.)

W

Wordpress

HubSpot

HubSpot