

Cristian Codreanu

Berlin based freelancer on Digital Art Direction ▪ Digital Design ▪ UX/UI ▪ Brand Designer

cristiancodreanu.com • linkedin.com/in/cristian-codreanu • codreanudesign@gmail.com • +49 1523 8697200

Professional Summary

With over 11 years of experience in advertising and a lifelong love for drawing and design, I am a multidisciplinary Digital Art Director passionate about creating practical and visually engaging digital experiences. My services include art direction, branding, illustration, UI/UX, and web design. From art direction projects to digital works, I've had the privilege of collaborating with diverse clients, ranging from small startups and established businesses to one of Romania's biggest tech & music festivals. I've also extended my expertise to German enterprises, including notable projects, contributing to the health and medical sector.

Skills

Photoshop
Illustrator
Figma
Adobe XD
Procreate
Wix Studio
Odoo Editor
Google Slides

Strengths

Creativity
Vision
Project management
Coordination
Developing creative standards
Proficiency with illustration tools
Desktop publishing skills
Multimedia content development

Area of expertise

360° Creative Ideation CPG
Pharmaceuticals / Healthcare / B2B and B2C / Food Industry
Bavareges Industry / Retail & In-store / Industry 4.0 / Trade Shows & Events / Music Festivals / Webdesign / User Interface Design e-Commerce / Packaging / Typography / Crafted Art Direction Graphic Design / Multi-channel / Branding and Identity / Creative Content for Social Media Activations / Digital illustration Drawing / Photo Retouching

Education

Master in Product Design.
University of Arts, Bucharest
October 2010 - June 2011

Bachelor of Product Design.
University of Arts, Bucharest
October 2006 - June 2009

Languages

Romanian (native)
English (advanced)
German (I do my best)

FREELANCE (2020 - present)

UI @ ANT-Neuro, Berlin, Germany

July 2023 - present

As a UI designer at ANT Neuro, I actively contributed to elevating user experiences through thoughtful design. My responsibilities included:

- Utilized Odoo Website Builder for website development, aligning with ANT Neuro's infrastructure requirements and ensuring seamless integration.
- Designed an intuitive website structure for effortless navigation, ensuring a seamless user experience. Collaborated closely with stakeholders, gathering feedback to make informed design choices and aligning with business goals.
- Ensured the website's functionality across all devices, optimizing accessibility for a diverse user base.
- Worked closely with cross-functional teams, facilitating effective design implementation and fostering collaborative efforts.
- Introduced subtle UI animations strategically to enhance user engagement and overall interaction.

UX/UI (Product) @ Across-Platforms, Berlin, Germany

September 2022 - January 2023

As a Product Designer, I oversaw the design process for the company, including wireframing, rapid prototyping, branding, and developing the first version of their SaaS platform built exclusively for health communication in the USA. In addition, I worked closely with Product Management and cross-functional teams to launch new products that meet customer and business needs.

- Conducted competitor analysis to identify areas for improvement and opportunities for differentiation.
- Participated in brainstorming sessions to generate new design ideas and approaches.
- Collaborated with product managers and development teams to ensure accurate implementation of design concepts.
- Designed desktop and mobile interfaces that meet the needs of public health communicators, balancing usability, functionality, and visual appeal.

Creative Direction & Visual Art @ Summer Well Festival, Bucharest

June 2022 - August 2022

The Summer Well project was an excellent opportunity to lead the creative direction, fusing my interests in art installations and illustration. Partnering with Foarfeca Studio, I crafted a mesmerizing 3D experience for the Museum of the Surreal.

- Ensured storyboards achieved consistency in quality and style, maintaining a high standard of creative output
- Developed and produced illustrations tailored for high-fidelity print, showcasing versatility for both print and various digital displays
- I supervised the printing and video animation process 100% of the time

UX/UI @ Berlin Institute of Health ▪ Charité, Berlin, Germany

September 2020 - January 2021

My responsibilities for this project included conducting user research to understand internal stakeholders' needs and pain points, wireframing and prototyping various design solutions, and collaborating with cross-functional teams to ensure the final product was both user-friendly and functional.

- Presented design concepts and findings to stakeholders, including project leads, academic organizations, and collaborators.
- Designed and developed user flows to ensure a seamless and intuitive user experience.
- Rapidly prototyped designs, iterating based on feedback from users and stakeholders.
- Collaborated with cross-functional teams, including project leads, developers, and stakeholders, to ensure the product meets business goals and user needs.

WORK EXPERIENCE

Digital Art Director, Mainstage The Agency

January 2020 - February 2022

At The Mainstage, I led key digital initiatives, notably spearheading Penny Romania's groundbreaking e-commerce platform. Managing diverse accounts, including the World Bank, Samsara. I excelled in executing campaigns like ETI Wanted, Tefal, Mega Mall, and Elfi. Additionally, my role encompassed crafting persuasive pitch presentations, developing impactful storyboards, key visuals, social media content, refining photo processing for enhanced visual narratives

- Developed Penny X Lyvra's first e-commerce platform, contributing to a significant milestone in digital retail.
- Oversaw all aspects of design and development, ensuring seamless execution across multiple accounts.
- Supporting creative staff, continuously improving the workflow and increasing productivity.
- Conceptualized and executed integrated campaigns for national brands across various channels, crafting persuasive pitch presentations, impactful storyboards, key visuals, and social media content.
- Successfully navigated multiple challenges during the COVID-19 pandemic, collaborating with the team to meet client needs and uphold project standards.

Clients: Rewe Romania (Penny), World Bank Romania, Tefal, ETI, MegaMall, Samsara, Efli Romania

Digital Art Director, Tuio Agency

March 2018 - September 2019

At Tuio Agency, I created materials for digital marketing campaigns, social media content, key visuals for online communication and packaging design for one of Romania's most prominent beverages producer. I also focused on UI design for desktop & mobile applications.

- Led art direction for a variety of projects, including product launches, packaging design, and web design, ensuring brand consistency and visual excellence across all touchpoints.
- Conceptualized and executed designs for pitch presentations, demonstrating a strong understanding of client's needs and preferences while adhering to project timelines and budget constraints.
- Managed design projects from conception to final delivery, ensuring that all deliverables met project requirements and were delivered on time.
- Mentored and trained junior designers, providing guidance and feedback to help them grow their skills and contribute to the team's success.

Clients: Brands: Kellogg, Yves Rocher, Sephora, Cristim, Alexandrion Group

UX/UI Designer Krogen Studios

December 2016 - February 2018

At Krogen Studios, I was responsible for the visual delivery of multiple real estate branding projects, emphasising UI and brand presentations.

- Spearheaded the layout and visual design for multiple real estate brands, employing wireframes, prototypes, graphic designs, and branding elements to deliver visually compelling projects.
- Executed high-fidelity mock-ups, providing a detailed representation of the final product and ensuring alignment with client expectations.
- Conducted user testing and gathered feedback, enabling early detection and correction of design issues for enhanced user experience.
- Created original graphic designs, including images, sketches, and tables, contributing to the overall aesthetic appeal of projects.
- Drove additional aspects of projects, extending beyond UX/UI, by taking charge of social media visuals for promotional campaigns, newsletter creation, and contributing to branding initiatives.

Clients: Speedwell Belgium, Imoteca Romania, Record Business Park Cluj Napoca

Digital Art Director, Publicis Romania

July 2015 - November 2016

Publicis was my first actual contact with advertising at a high level. As part of the Digital team, I covered a few areas, starting with Social Media Content, Digital Assets and Digital Design. I also had ample opportunity to learn more about web design and what it means to create a fully integrated advertising campaign.

- Produce sketches, storyboards, and roughs to visualize ideas.
- Taking ownership of the visual elements of creative work for new business pitches.
- Assisted with all aspects of the creative process, from copywriting to design and execution.
- Create corporate communications, mini websites, PowerPoint presentations, print collateral, and promotional advertising materials.

Clients: Renault, Nissan, OMV Romania, Nestle Ice Cream, Granini, DONA Pharmacies, Bayer, Roche, Carrefour, Unirea, Holsten

Junior Art Director, Mobuy (powered by Vodafone)

May 2012 - July 2015

Mobuy (powered by Vodafone) was a mobile app that gave smart phone users significant shopping discounts and offered POS solutions to verify in-store app engagement, tracking the redemption of its users' sales.

- Creating content for Social Media campaigns, apps, websites and newsletters.
- Executed mob V2.0 and monthly design updates that boosted sales by more than 40% in the first month.
- Assisted in professional photo shoots for all the products displayed on the app.
- Producing sketches, storyboards, graphic layouts based on creative visions and ideas
- Understanding marketing initiatives, strategic positioning and target audience

Clients: Vodafone, Various local brands