

Cristian Codreanu

Art Director • UX/UI • Illustrator • Visual artist

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

Professional Summary

With over ten years of experience in advertising and a lifetime love for drawing and design, I am a strategically-minded Digital Art Director passionate about creating practical and visually engaging digital experiences. From art direction projects to digital works, I've been lucky enough to work with a wide range of clients, from small startups and established businesses to one of Romania's biggest tech & music festivals.

Skills

Photoshop
Illustrator
Figma
Adobe XD
Procreate
Wix Editor
Google Slides
Power Point

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 (Present)

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.

- Ensure that the storyboards achieve consistency in quality and style.
- I developed and produced illustrations for high-fidelity print.
- 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 digital campaign initiatives and, I have been involved in many exciting and challenging projects, including ETI Wanted, Tefal, Mega Mall and Elfi campaigns. I also designed Penny Romania's first e-commerce delivery platform and created all its landing pages and web assets for multiple campaigns.

- Developed Penny X Lyvra's first e-commerce platform.
- Overseeing all aspects of design and development. Managing multiple accounts.
- Supporting creative staff, continuously improving the workflow and increasing productivity.
- Conceptualized and executed integrated campaigns for national brands across multiple channels.

Clients: Penny Romania, World Bank Romania, Tefal, ETI, MegaMall, Samsara, Eflii 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.

- Layout and visual design for multiple real estate brands, including wireframes, prototypes, graphic designs & branding.
- High-fidelity mock-up representation of the final product.
- User testing and feedback allow early detection and correction of any design issues.
- Create original graphic designs (e.g. images, sketches and tables)

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

May 2012 - July 2015

Junior Art Director, Mobuy (powered by Vodafone)

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