

CRISTINA PATRULESCU

Address
59A Crystal Palace Park Road
London SE26 6UT
Mobile
07765 790 921
Email
cristallica@gmail.com

BACKGROUND

Ten years commercial experience in Graphic and Web Design, with the last few years working with large European or Multinational clients. Diverse capability, with a strong portfolio that speaks for itself, and understanding the online market extremely well. Worked closely with concept and creative teams and produced online campaigns and high impact results. Very strong in all the Adobe Design packages (Fireworks, Flash, Photoshop and Illustrator at top level), and also with a wealth of experience in other design packages.

EXPERIENCE

Designer – Web and Print

Company: Capita – National Strategies

Period: September 2009 – Present

Responsibilities:

- I have designed print and e-materials that covered the full lifecycle of education from early learning until adult learning stage, as well as participating in other web and print campaigns for local and e-government sectors;
- The areas in which I am an active member were: Early Years, Primary, Secondary, Inclusion, Leadership and CPD;
- I am working from initial briefs until delivery, and all the campaigns I have designed and produced have been high impact and ended up being utilized, both in e-format and print;
- I have also taken the initiative by involving myself in old campaigns and giving them a new lease of life, by creating a more contemporary look or indeed by employing animation (where possible) in order to deliver the message across;
- I have always delivered within very tight deadlines, even when there were adverse outside factors!

Senior Designer – Web and Graphics

Company: Contract / Direct Clients & Agencies

Period: Jan 2007 – September 2009

Responsibilities:

- I have designed and delivered various high-end campaigns, mostly based on a brief from the creative team in charge of the campaign. In some cases I have developed characters that were suited to the product image. Most of these can be found at <http://www.cristinapatrulescu.com/portfolio.html> but please note that this is only a brief overview of my capability and extended portfolio
- Nestle: designed and delivered high end campaign for instant formula milk (campaign still running)
- Danone: online campaign – rich media banner (Flash) for the Danonino ice cream campaign
- Cora Supermarkets: online campaign – rich media banner (Flash) for the promotional campaign of the Cora Loyalty Card
- Alexandrion Drinks Group: offline campaign – posters and banners for the interior of the new Alexandrion Headquarters in Eastern Europe <http://www.alexandrion.com/>
- Erepublic: online campaign – rich media banners (Flash) used for promoting the Erepublic strategy game www.erepublic.com
- Plafar – ezine / online magazine – promoting the natural products market leader in Romania www.plafar.net

Senior Designer – Web and Graphics

Company: AldraTech Ltd (Bucharest and London)

Period: Oct 2003 - Jan 2007

Responsibilities:

- Web Design: I have designed high impact websites and microsities (Nutrition Society UK amongst others), online marketing campaigns (Bowmans - US / Canada / Europe);
- Casino Games UI (User Interfaces) and customization: Games for Ladbrokes, Paddy Power, SportingBet;
- Affiliate Marketing Campaigns (fully tracked): rich media banners, landing pages, microsities;
- Completed additional work assignments, projects or tasks as requested by upper Management.

Designer – Graphics and Web

Company: Etheric RO-NET / Euro Systems Development

Period: February 2000 – October 2003

Responsibilities:

- Web Graphic Design: Online Applications UI (User Interfaces);
- Websites: Microsities and general website work;
- Marketing: Flash Banners;
- Visual Identity and Corporate Identity work.

Designer – Graphic Design

Company: Tiny Creatures SRL, Brasov, Romania

Period: October 1999 – February 2000

Responsibilities:

- 3D Texturing for animation / cartoon characters;
- Various graphic design work.

EDUCATION

The College for Fine Arts

Brasov, Transylvania

1994 - 1999

Faculty: Graphic Design and Art Section

SKILLS

Computer Skills

Adobe – Fireworks – Very Strong Skills

Adobe – Flash – Strong

Adobe – Photoshop – Strong

Adobe – Illustrator – Strong

Adobe – InDesign – Good

Adobe – Dreamweaver – Good

General Skills – Email, Office Packages, Website Creation, FTP etc.

Business and Interpersonal Skills

- Excellent communication and interpersonal skills;
- Capable to keep focus on key issues on a constant basis;
- Creative, with positive feedback and end results that speak for themselves;
- Flexible to adapt within a changing working environment;
- A key player within a team;
- Ambitious and persuasive, able and willing to learn quickly;
- Positive attitude, self-motivated, delivering results day in - day out, and highly reliable!

Foreign languages

English - Speaking: Fluent, Reading: Advanced, Writing: Advanced

Hungarian - Speaking: Fluent, Reading: Advanced, Writing: Advanced

Romanian - Speaking: Fluent, Reading: Advanced, Writing: Advanced

Prizes

- Participated in "Old Brand – New Campaigns" competition launched by Generius and won it with the Bowmans campaign (campaign was open to both internal and external participants);

- Based on the above the company landed a long-term contract to supply all the online marketing artwork and microsites etc for two years.

Hobbies

Fashion (modern and vintage), Modern Art, Modern Dance and Choreography, Travel, Literature, Sports and Fitness.

OTHER INFORMATION

Excellent references available upon request. I am available for immediate start for the right position (with a maximum two weeks notice). I am happy with both a permanent or a contract role.