

Catalin NEGRARU

graphics • web • design • illustration

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RESUME

Objective

To obtain a part time/freelance position as **Graphic Designer**.

Profile

Over 10 years of experience in graphic and web design, strong knowledge in general corporate identities, web sites, illustration and hand graphics, industrial design, product packaging, photography, prepress and printing design, color correction and color separation process.

Employment Experience

MarketDental - London, Ontario, Canada | 2007 - present

Creative Director - Partner

Responsibilities:

- Create dental office web sites, brand & identity, internet dental marketing.

AKA New Media Inc. - Toronto, Ontario, Canada | 2005 - 2007

Senior Designer

Responsibilities:

- Creative project management and presentations for various clients.
- Create mockups, brand identity, magazine ads, etc
- Develop templates ideas including research, prototyping and design variations.

PrintCity Ltd. - Toronto, Ontario, Canada | 2004 - 2005

Prepress and Graphic Designer

Responsibilities:

- Produce and prepare for print advertising materials, print advertisements

COSTI – Corvetti Education Center - Toronto, Ontario, Canada | 2004 - 2005

Freelance - Graphic Designer

Responsibilities:

- Produce advertising materials, print advertisements, brochures, posters, technical illustrations and maps.

APACHEMEDIA - Advertising & Web Agency - Ploiesti, Romania | 2001 – 2004

Creative Director - Partner

Responsibilities:

- Manage full service print and web design agency, providing strategic leadership to team of design professionals.
- Consult with clients in order to establish the nature and context of design and illustrations for printing.
- Create mock-ups, organize and plan the workflow, communicate with web content providers, coordinate and contribute to web architecture, programming and design.
- Ensure that all advertising materials, print design and web interfaces were aesthetically appealing, and well designed using the provided framework.

Software Skills

Adobe Illustrator
Adobe Photoshop
Adobe ImageReady
Adobe InDesign
Adobe Acrobat
Adobe Dreamweaver
Adobe Flash
QuarkXPress

Platforms

MAC OS X
Windows XP/Vista
Linux/Unix

Programming Lang.

HTML / CSS
PHP / MySQL

Selected Client List

- Agile Systems
- Di3P Communication
- Hadrian Manufacturing
- Hargraft Schofield LP
- Ins. Brokers Ass. of Canada
- Ins. Brokers Ass. Of Ontario
- McDonald's
- Namasco North America
- Purolator Courier
- Quanser
- Royal & SunAlliance Insurance
- Youth Challenge International
- The Princess Margaret Hospital Foundation

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TORNADO SYSTEMS - *IT&C Company – Bucharest, Romania | 1999 – 2001*

Creative Director

Responsibilities:

- Realize the brand design for Tornado, Twister and Qubs as part of a large development team.
- Participate in the development of the project from concept stage to mock-up (in Photoshop), coding (HTML and/or Flash) and production.
- Design, create, and integrate graphic designs into standard Content Management Framework using TPL (Template HTML files) and CSS (cascading style sheets) for web www.tornado.ro interface.

AQUARIS - *Advertising Agency – Bucharest, Romania | 1998 – 1999*

Art Director

Responsibilities:

- Design and supervise production for diagram illustration, text layout, editing, and mockups.
- Prepare digital artwork for offset reproduction.
- Assist other designers in revisions and editing.
- Maintain visual consistency and quality by working with existing templates and adhering to style guide.
- Follow up with key players/clients through the design process, communicate project status, and work on each project to completion.

Prahova County Art Museum - *Art Museum - Ploiesti, Romania | 1997 - 1998*

Graphic Designer

Responsibilities:

- Produce advertising materials for art exhibition, including logos, print advertisements, brochures, posters, technical illustrations and maps.

Freelance

Tridal Multimedia Inc. – *Advertising Agency – Vancouver, Canada | 2007 – present*

- Create Website mock-ups for various clients.

Level10Solutions LLC – *WebDesign Company – New York City, US | 2007 – present*

- Create Website mock-ups / programming and brand identity for various clients

eRealtorone – *RealEstate Company – San Mateo, CA, US – 2006 - present*

- Create Website with Content Management System, Online Donation.

Education

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- **Master's Degree Diploma of Arts - Visual Arts** at University of Art Bucharest, Romania | 2002 - 2004

- **Bachelor's Degree Diploma of Arts** at University of Art Bucharest, Romania | 1998 - 2002

The credentials assessment provided by ICAS represent a level of education comparable to a bachelor's degree awarded by a recognized university in Ontario.

References

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- Excellent references available on request.

Selected Web Sites

www.akanewmedia.com
www.agile-systems.com
www.apachemedia.com
www.dufflet.com
www.e-buyart.com
www.evand.ro
www.pmhf.ca
www.puzantapkarian.com
www.quanser.com
www.yci.org
www.webex.ro