



FLORIN DANIEL TRONCUȚĂ

PERSONAL DETAILS

Date of birth:	September 25th, 1981
Sex:	Male
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Civil status:	Divorced
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WORK EXPERIENCE



ABSOLUTE IT SOLUTIONS

**SENIOR GRAPHIC DESIGNER
/ TEAM LEADER**

2014- PRESENT

- Creation of innovative brochures, corporate presentations, online corporate identity, scenes graphics for eLearning applications, websites interfaces and design of mobile applications interfaces
- Designing of logos, banners, newsletters, ads, magazines, promotional materials
- Managing and designing brand identities
- Conceptualize, visualize and design user interfaces



ADD CITY O.R.

ART DIRECTOR

2013 – 2014 / 2010 – 2011

- Bi-monthly design of the “7 Seri” (local) magazine
- Website design
- Setting up style guides and best practices on branding
- Creation of concepts and communication materials like ad campaigns, user interfaces for web and mobile applications
- Mentoring creation department staff in project development and performance



PROSIM IMPEX

GRAPHIC DESIGNER / AD SPECIALIST

2011 – 2013

- Concept and development of outdoor and indoor Ads
- Concept & design for print media jobs: publication, brochures, flyers, leaflets, posters, menus, signage, ads, corporate branding
- Responsible for web publications, conference invitations and online marketing materials like banners, newsletters, logos and identity designs
- Company's brand development



GAPPA GROUP – UZINA DE RECLAME

CREATIVE DIRECTOR / AD SPECIALIST

2008 – 2010

- Managing and designing brand identities
- Concepts and designing for press ads and promotional campaigns
- Design the overall look of page layouts including graphic elements and iconography according to corporate look and standards
- Design and concepts of web pages
- Creating logos and icons for different companies
- Responsible for creating marketing materials like banners, flyers, posters, newsletters
- Develop and frame creative concepts according to creative brief requirements



SARO ADVERTISING

GRAPHIC DESIGNER / DTP SPECIALIST

2006 – 2008

- Creation of consistent marketing and brand identity for clients
- Design of magazines, display boards, brochures, posters, menus, logos, greeting cards, leaflets, paper and magazine ads, banners, illustrations
- Design and creation of web interfaces, page layouts, screen designs & various graphics elements
- Image manipulation
- Online Advertisement designs



3MEDIA ADVERTISING

GRAPHIC DESIGNER

2004 – 2006

- Website layout design
- Design of brochures, signage, menus, posters
- Designing flyers and newspaper ads
- Photography and image manipulation
- Logo and brand identity design



DEM MEDIA

GRAPHIC DESIGNER

2003 – 2004

- Design of signage, ads, posters
- Logo and brand identity
- Manipulation of an industrial printing machine

EDUCATION



DUNAREA DE JOS UNIVERSITY GALATI

FACULTY OF ADMINISTRATIVE SCIENCES & ECONOMICS

W.O. BACHELOR'S DEGREE

SKILLS & COMPETENCIES

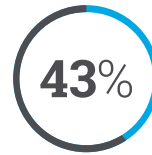
DESIGN SKILLS



COREL
DRAW SUITE



ADOBE
PHOTOSHOP



ADOBE
ILLUSTRATOR



ADOBE
INDESIGN

LANGUAGE SKILLS

ROMANIAN - NATIVE

ENGLISH - EXPERIENCED

FRENCH - BEGINNER

OTHERS

- Color theory knowledge
- Photo Composition
- Photo manipulation skills
- Advanced UI / UX knowledge
- Good sense of typography
- Advertising experience
- DTP knowledge
- Grid and Layout
- Basic HTML & CSS
- Online Marketing

I also know how to use MICROSOFT OFFICE, PAINT SHOP PRO, my E-MAIL ACCOUNT and my SKETCH BOOK ...