

Cristian Codreanu

UX/UI Designer • Digital Art Director • Digital Designer • Brand Designer • Illustrator

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Professional Summary

I am a multidisciplinary designer with over 12 years of experience in the digital world and a lifelong love for art and design. I'm passionate about creating practical and visually engaging digital experiences. My services include UX/UI, Digital Art Direction, Branding and Illustration. 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

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)

UX/UI Designer

ANT-Neuro, Berlin, Germany

June 2023 - July 2024

At ANT Neuro, I focused on enhancing user experiences through thoughtful UI/UX design. Key responsibilities included:

- Utilized Odoo Website Builder for website development, ensuring seamless integration with ANT Neuro's infrastructure.
- Designed intuitive website structures for easy navigation, providing a seamless user experience.
- Collaborated with stakeholders to gather feedback, aligning design choices with business goals.
- Ensured website functionality across all devices, optimizing accessibility for a diverse user base.
- Worked with cross-functional teams to implement designs and enhance collaboration.

UX/UI (Product)

Across-Platforms, Berlin, Germany

September 2022 - January 2023

As a Product Designer, I led the design process for a SaaS platform focused on health communication in the USA. My role involved:

- Conducted competitor analysis to identify areas for improvement and differentiation.
- Generated new design ideas through brainstorming sessions.
- Collaborated with product managers and development teams for accurate design implementation.
- Designed user interfaces for desktop and mobile, balancing usability, functionality, and visual appeal.
- Led the development of branding and the first version of the SaaS platform.

Creative Director & Visual Artist

Summer Well Festival, Bucharest, Romania

June 2022 - August 2022

I led the creative direction for the Summer Well Festival, collaborating with Foarfeca Studio to create a 3D experience for the Museum of the Surreal. Key achievements included:

- Created a set of illustration for both print and digital displays.
- Ensured consistency in storyboards, maintaining high-quality creative output.
- Developed illustrations for high-fidelity print, suitable for both print and digital displays.
- Supervised the printing and video animation processes to ensure quality.

UX/UI Designer

Berlin Institute of Health / Charité, Berlin, Germany

September 2020 - January 2021

For the Berlin Institute of Health, I designed user-centric solutions by conducting thorough user research and collaborating with various teams.

- Developed user flows and prototypes to create a seamless and intuitive user experience.
- Presented design concepts and findings to stakeholders, academic organizations and collaborators.
- Iterated on designs based on user and stakeholder feedback.
- Worked closely with cross-functional teams to ensure the product aligned with business goals and user needs.

WORK EXPERIENCE

Digital Art Director

Mainstage The Agency, Bucharest, Romania

January 2020 - February 2022

At Mainstage, I led major digital initiatives, including the launch of Penny Romania's pioneering e-commerce platform. I managed various accounts such as the World Bank and Samsara, excelling in campaigns like ETI Wanted, Tefal, Mega Mall, and Elfi. My role also involved creating persuasive pitch presentations, developing storyboards, crafting key visuals, social media content, and refining photo processing.

- Developed and launched Penny X Lyvra's first e-commerce platform, a significant milestone in digital retail.
- Managed design and development across multiple accounts, ensuring seamless project execution.
- Supported creative staff, enhancing workflow and boosting productivity.
- Conceptualized and executed integrated campaigns for national brands, producing impactful visuals and content across various channels.
- Collaborated effectively with the team during the COVID-19 pandemic, maintaining high project standards and meeting client needs.

Digital Art Director

Tuio Agency, Bucharest, Romania

March 2018 - September 2019

At Tuio Agency, I led the creation of materials for digital marketing campaigns, social media content, key visuals for online communication, and packaging design for a major Romanian beverage producer. I also focused on UI design for desktop and mobile applications.

- Directed art for product launches, packaging design, and web design, ensuring brand consistency and visual excellence.
- Designed pitch presentations, aligning with client needs and adhering to project timelines and budgets.
- Managed projects from concept to delivery, ensuring all deliverables met requirements and were on schedule.
- Mentored junior designers, fostering skill development and contributing to team success.

UX/UI Designer

Krogen Studios, Bucharest, Romania

December 2016 - February 2018

At Krogen Studios, I was responsible for the visual delivery of multiple real estate branding projects, with a strong emphasis on UI and brand presentations.

- Led the visual design for real estate brands, creating wireframes, prototypes, and branding elements.
- Produced high-fidelity mock-ups, ensuring client expectations were met.
- Conducted user testing, identifying and correcting design issues to enhance user experience.
- Created original graphic designs, contributing to the overall aesthetic appeal of projects.
- Managed social media visuals, newsletters, and branding initiatives.

Digital Art Director

Publicis, Bucharest, Romania

July 2015 - November 2016

Publicis provided my first exposure to high-level advertising. As part of the Digital team, I worked on social media content, digital assets, and digital design, gaining experience in web design and fully integrated advertising campaigns.

- Created sketches, storyboards, and roughs to visualize ideas.
- Led the visual elements of creative work for new business pitches.
- Assisted with various aspects of the creative process, including copywriting and design execution.
- Developed corporate communications, mini websites, presentations, print collateral, and promotional materials.

Junior Art Director

Mobuy (powered by Vodafone)

May 2012 - July 2015

At Mobuy, a mobile app offering significant shopping discounts and POS solutions, I contributed to content creation for social media, apps, websites, and newsletters.

- Designed content for social media campaigns and app updates, boosting sales by over 40% in the first month.
- Assisted in professional photo shoots for app-displayed products.
- Developed sketches, storyboards, and graphic layouts based on creative concepts.
- Understood marketing initiatives, strategic positioning, and target audience.