

# Adrian Aghiniței

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## SUMMARY

I'm interested in participating in design related projects to expand my knowledge and abilities as a Graphic Designer. I'm looking for interesting, out of the ordinary ideas and projects to challenge but also to inspire me. Ultimately I want to design products for millions of people.

## EXPERIENCE

### Graphic Designer at Mediafax Group

*December 2013 - October 2018 (4 years & 8 months)*

Responsible for:

- develop, maintain and update Mediafax's brand image across products and subbrands;
- championing the values of design and product experience quality across the company and with the leadership team;
- creating, improving & extending designs for Mediafax Grup's own websites (like zf.ro, mediafax.ro, comedymall.ro, prosport.ro, autopro.ro, theone.ro, glamourmagazine.ro, gandul.info);
- designing beautiful and effective web campaigns for our clients (like Apivita, Herbalife, Dero, Ursus, Opel, Groupama).

### Web Designer at Studio Twelve

*November 2010 - December 2013 (3 years 2 months)*

- produce innovative, engaging and effective designs that meet technical requirements, user needs and consumer goals;
- code the designs into clean, optimized, standards compliant HTML & CSS prototypes;
- take advantage of latest technologies (responsive design, web fonts, javascript libraries) to insure a great experience and high accessibility of the products;
- communicate the project's vision and scope to the developers and ensure a great user experience;
- ensure a great quality of product by testing, redesigning and incorporating changes to suit the content better;
- incorporate clients' feedback into great design and structure of the web apps;
- promote makemehappy.ro's featured products through well designed graphic banners;
- websites I've worked on: mts.ro, psd.ro, scoalapentrusanatate.ro, tremag.ro, makemehappy.ro, uslonline.ro, infopolitic.ro, europarlamentariisd.ro, rovanaplumb.ro.

## Web Designer & Developer at ScriptyWeb (freelance)

October 2007 - December 2010 (3 years 3 months)

- website design for Pink & Blue, a children's clothes store;
- logo design and branding for US startup ResumeEverywhere
- website design and development of [www.cerinte.ro](http://www.cerinte.ro), a huge online portal;
- website design and development for [www.rotherm.ro](http://www.rotherm.ro);
- logo design proposals for Planet Water Foundation (<http://go.surl.ro/f>), Fresh Like Dougie (<http://go.surl.ro/9a>), KingSide (<http://go.surl.ro/8>), P&M Solutions (<http://go.surl.ro/7>);
- other projects include a Second Life jobs portal, an URL shortener service based on Ajax technology, a website for "10 pentru primul meu calculator" campaign, ScriptyTV - website for watching TV channels online, wordpress templates;

## Front-End Developer at Geco

February 2007 - October 2007 (9 months)

Responsible for coding (HTML, CSS, PHP, MySQL) many website templates in various domains of interest to be sold online.

## SKILLS & EXPERTISE

I specialize in website and logo design. I dabble with illustrations and I'm becoming more and more attached to calligraphy. I have extended expertise in front-end development and even back-end development.

My main tools of choice are Sketch, Illustrator, Photoshop and Marvel (for prototyping).

## EDUCATION

### Art Direction Course

June 2017 - Organized by Artivist

### Logo Design Course

April 2017 - Organized by Artivist

### Calligraphy Courses

March 2015, April 2017 - Organized by Revista Povestiri

I permanently stay up to date with design trends and web technologies with the help of online resources (A List Apart, Smashing Magazine, Dribbble, Web Designer Depot etc.) and following great designers on Twitter.

### „Alexandru Ioan Cuza” University of Iași

Business Information Systems, 2008 - 2009

### „Gh. Asachi” Technical Engineering of Iași

Civil Engineering, 2005 - 2007

## HOBBIES

Calligraphy, Mountain Biking, Music