



Silviu Ștefan CONSTANTINESCU

12/15/1971 married, two children
Address: 9th, Barometrului street, București
Phone: 0731909057
Email: silviu@citron.studio
Driving licence: Cat.B, from 05/30/1991

OBJECTIV

I am a dynamic person with creative abilities and a strong aesthetic sense. I am hardworking and detail-oriented. I want to work in a motivating environment where I am intellectually stimulated. I look forward to new challenges and I strive to evolve and learn new things. I have extensive experience in media and advertising (+32 years) in print and multimedia. I have collaborated with TV studios for intros and advertisements, with web designers, and with programmers for multimedia applications. I have developed a multitude of websites and platforms, and I have advanced programming skills.

ABILITIES

Design Software – Adobe Creative Suite (30+ years of experience):

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere
- Adobe Acrobat

Advanced knowledge of video animation principles, with extensive experience creating video animations for TV and online, including video and GIF web banners, live TV broadcasting lower thirds for football matches, and TV and online advertisements.

Profound knowledge of QuarkXPress; good knowledge of Cinema 4D; good knowledge of Adobe Flash and Adobe Dreamweaver.

Web Development:

Advanced programming skills in web-oriented languages: JavaScript, PHP, CSS, HTML. Familiar with frameworks such as Laravel; good knowledge of Tailwind CSS. Good knowledge of C/C++, Objective-C, AppleScript, and Swift.

Apple / macOS / iOS:

Familiar with software programming for macOS/iOS using Cocoa/Cocoa Touch/iPhone SDK and Human Interface Guidelines. Advanced skills in operating and repairing macOS systems.

Electronics & Embedded Systems:

Extensive experience designing and programming electronic circuits and microcontrollers, including Linux Embedded Systems. Experienced with electronic circuit CAD software (CadSoft Eagle). Experience building prototypes and small-batch electronic devices. Profound knowledge of electronic system principles, microcontroller architecture, and inter-processor communication protocols (USART, I2C, SPI, CAN), as well as USB, Ethernet, and serial interfaces. Very good knowledge of C/C++ and software libraries for microcontrollers (especially Atmel avr-libc and avr-gcc). Skills in developing drivers for Linux systems. Strong diagnostic and repair skills for electronic circuits; solid understanding of electronic schematics. Experience with hardware repairs of electronic devices (laptops, PCs/Macs, smartphones, game consoles, displays/TVs, power supplies). Experience with software repairs (Windows/macOS/Linux/iOS/Android). Good networking knowledge and intermediate-level Linux OS knowledge.

WORK EXPERIENCE

CREATIVE DIRECTOR & MANAGING PARTNER | January 2002 – present

Company: SI Graphic Design SRL – Small advertising and media agency

Responsibilities:

- Design for all advertising campaigns and media materials.

CREATIVE DIRECTOR | January 2017 – present

Company: Seven Media Communication Partner SRL – PR and media agency

Responsibilities:

- Permanent collaborator for designing web animations and banners.

ART DIRECTOR | October 2022 – present

Company: Piata Trade Services SRL – “Piata” magazine editor

ART DIRECTOR | October 2021 – present

Company: Ashfield Medcomms UK, part of Inizio Group – International advertising agency

ART DIRECTOR | August 2017 – September 2021

Company: SUPERSIDE Norway (formerly Konsus Inc) – International advertising agency

PROJECT MANAGER | January 2014 – May 2016

Company: Clever Home – IT Hardware | IT / Telecom industry

Responsibilities:

- Design of hardware computing systems based on Atmel microcontrollers and Embedded Linux.
- Software development of applications and drivers in C/C++.
- Printed circuit board design and assembly of prototypes and small-batch electronic devices.

TECHNICAL DIRECTOR | March 2013 – May 2016

Company: Smart Fix Network – IT Hardware | IT / Telecom industry

Responsibilities:

- Hardware repairs of computing systems (smartphones, personal computers, etc.), diagnostics, and software repairs (operating systems and applications).

CREATIVE DIRECTOR | May 2006 – 2016

Company: Galt Orologerie Elvețiană – Romanian distributor of leading Swiss watch brands

Responsibilities:

- Design of all advertising materials used by the company since 2006 in print media and outdoor.

CREATIVE DIRECTOR | December 2007 – September 2011

Company: Adevărul Holding – Newspaper and magazine publisher; media company with more than 1,500 employees at the time, operating three daily newspapers in Romania, two in Ukraine, several magazines, books, CD/DVD, radio, and TV.

Responsibilities:

- Management of the creative department.
- Improving the visual identity of all the company's publications.
- Graphic redesigns for all company newspapers: Adevărul, Adevărul de Seară, Click!, Dilema Veche (carried out in-house or in collaboration with leading design studios abroad), and company magazines: Foreign Policy, Historia, Dilemateca, Știință & Tehnică.
- Graphic concept for “Forbes 500 de Miliardari”.
- Designing graphics/infographics for Adevărul and Click!.
- Graphic design of the company's advertising campaigns.
- CD/DVD covers and box-set design.
- Book cover design.
- Posters, roll-ups, banners, displays, etc.
- Web design, in collaboration with the company's web department.
- 3D graphics and animations, intros, and ads for Adevărul TV station.
- Art Director for Foreign Policy România.

Achievement: Led a team of five graphic designers. Since the department was created in 2007, the visual quality of all the company's publications and advertising campaigns improved considerably.

ART DIRECTOR | January 2004 – December 2007

Company: BMW România

Responsibilities:

- DTP and Art Direction for BMW Magazin.

DTP MANAGER – CAPITAL MAGAZINE | September 1994 – December 2007

Company: Ringier Romania

Responsibilities:

- Creating and evolving the graphic identity of Capital magazine, with yearly updates.
- Managing and organising the DTP department of Capital magazine.
- Graphic development of new projects within the department.
- Design of promotional materials (banners, leaflets, posters, media ads, books, etc.) for Capital magazine and other products.
- Graphic design of www.capital.ro.

Achievements: Graphic design of two iconic publications: "300 cei mai bogați români" and "Top 50 femeii de succes din România". Handled DTP, pre-press, and image processing for both. From 1996 to 2003, managed the graphic design of the subscription campaign "Mă abonez și câștig", including all media products (posters, media ads, leaflets, envelopes, banners, etc.).

ELECTRONICS TECHNICIAN | September 1990 – September 1994

Company: Direcția de Radio și Televiziune București

Responsibilities:

- Maintenance and repairs of TVR and RomTelecom radio equipment.

EDUCATION

Spiru Haret University, Bucharest

Marketing and Foreign Trade

Polytechnic University of Bucharest

Faculty of Automation and Computer Science

Spiru Haret High School, Bucharest

FOREIGN LANGUAGES English, advanced

PORTFOLIO

EDITORIAL PROJECTS:

- Capital magazine and its products
- "Capital cei mai bogați 300 de români", "Top 50 de femei de succes din România", "Forbes 500 Miliardari"
- BMW Magazin
- Newspapers: Adevărul, Adevărul de Seară, Click!, Dilema Veche
- Magazines: Historia, Foreign Policy România, Dilemateca, Știință și Tehnică, Top 100 antreprenori, Top 100 angajatori, Romani care dezvoltă România
- Piata Magazine
- Sustainability reports for companies like E.ON, Moov, EBS Cluj, Green Group, Bitdefender

ADVERTISING:

- Galt Orologerie Elvețiană – every magazine ad and outdoor campaign used by the company since 2006
- Advertising campaigns for companies including: Romanian Football Federation, Romania Store, Fairwind, Iron Mountain, Signature, Casa Pariurilor, Art Gallery

CORPORATE IDENTITY, LEAFLETS, BROCHURES & PROMOTIONAL MATERIALS:

- International companies from the medical domain, like Roche, Johnson&Johnson, Sanofi, CSL Behring, AstraZeneca, A2Bio, Lundbeck, Novo Nordisk, Bayer, Gilead, Teva and more
- Romanian companies including: Thea, FM Logistics, Personal Genetics, Institutul Sanului, Brain Institute, Royal Hospital, Isopan, Medicover, Zebra Pay, Head Hunting IT, Casa Pariurilor, Barilife, ABB, Personal Genetics, Icon Lab, Medas, YPO Romania, Misavan, Wine of Moldova, Capricii si Delicii, Happy Tour, Pakmaya

2D & 3D VIDEO:

- TV animations and lower thirds for TV broadcastings for all national football leagues
- Animated web banners
- Video spots for WebCar.ro – Charlie campaign, Timeline campaign, Hand in Action campaign, generic video spot
- Video spot for i-car.ro
- TV intros for Adevărul.ro: Știință și Tehnică, Adevărul în Secunde, Șansă pentru România, Dezbaterile Adevărul, Revista Presei, Click pe VIP, Videochat Scandalos, Time-out, Traducătoarea de Vis, Dezbaterile OK, Nuntă Regală, Premiile Adevărul
- Animated books for children

WEB DESIGN:

- www.seniorfit.ro
- www.kartingmasters.com
- www.tabaradekarting.ro
- www.prejmer-raceway.com
- www.funexperiences.ro
- www.macrumors.ro
- www.headhuntingit.com
- Static and animated banners for clients including Happy Tour, Wine of Moldova, farmacie.bio, darmaplant.ro, genacol.ro, Reporter Virtual, All Star, Media Value, dezvoltatorimobiliar.ro, Romanian Business Leaders, Seven Media Partner Communication,

