

## CURRICULUM VITAE (CV)

<b>Rolul propus în cadrul proiectului:</b>	Graphic Designer
<b>Nume</b>	Balatel
<b>Prenume</b>	Cristian
<b>Data de naștere</b>	20/05/1995
<b>Nivelul Educational</b>	Republic of Moldova

### Education:

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#### Center of Excellence in Energy and Electronics

Chișinău, Republic of Moldova (2014 – 2018)

Field of study: Visual Design and Applied Arts

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**Employment record relevant to the assignment:** {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}

<b>Period</b>	<b>Employing organization and your title/position. Contact information for references</b>	<b>Country</b>	<b>Summary of activities performed relevant to the Assignment</b>
Jan 2022 – Present	Kooperativa Moldova (SRL Just Digital— Graphic Designer  For references: Tel:+373 760 72 975 E-mail: mircea.tira@kooperativa.md Mr. Mircea Țira, Chief Executive Officer	Republic of Moldova	Developed and implemented creative visual concepts for marketing materials, both online and print, ensuring consistency with client brand identities.  Designed advertising assets for social media, packaging, and promotional campaigns aligned with strategic objectives.  Collaborated with marketing teams to adapt visuals for multi-channel communication, including web, digital ads, and print.

			<p>Managed timelines, design standards, and production requirements across multiple ongoing projects.</p> <p>Delivered high-quality design solutions supporting institutional campaigns and product launches.</p>
Jan 2016 – Jan 2023	<p>Complex-Total SRL — Graphic Designer</p> <p>For references: Tel:+373 767 74 774 E-mail: <a href="mailto:online@straal.md">online@straal.md</a> Nicoară Adrian, Director</p>	Republic of Moldova	<p>Created complete visual identities for new brands, developing logos, typography, and style guidelines.</p> <p>Designed creative concepts for advertising and communication campaigns in both digital and print formats.</p> <p>Produced marketing collateral such as catalogues, brochures, and banners to support corporate and product promotions.</p> <p>Collaborated with internal teams to ensure message coherence and adherence to visual identity standards.</p> <p>Managed multiple design projects simultaneously while maintaining brand consistency and visual quality.</p>

Membership in Professional Associations and Publications: N.A.

Language Skills (indicate only languages in which you can work):

Languages	Speaking	Reading	Writing
Romanian	Native	Native	Native
English	Proficient	Proficient	Proficient

Russian	Proficient	Proficient	Proficient
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## Adequacy for the Assignment:

Detailed Tasks Assigned on Consultant's Team of Experts:	Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks
<ul style="list-style-type: none"> <li>• Develop high-quality visual materials for all STEEM Project communication deliverables (print, digital, and video).</li> <li>• Create the project's visual identity, ensuring consistency with the World Bank visibility guidelines.</li> <li>• Design layouts, infographics, and key visuals for press materials, reports, campaigns, and presentations.</li> <li>• Support the Communication and PR teams in translating complex information into clear and visually appealing materials.</li> <li>• Collaborate with the Copywriter and PR Strategist to ensure alignment between visual and textual storytelling.</li> <li>• Prepare design files for print and digital publication, ensuring technical accuracy and accessibility compliance.</li> <li>• Adapt and deliver bilingual (Romanian/Russian) materials with proper formatting and typography.</li> </ul>	<p><b>a) Name of assignment or project:</b> Moldova Business Week 2025  <b>Year:</b> 2025  <b>Location:</b> Chişinău, Republic of Moldova  <b>Client:</b> Invest Moldova Agency  <b>Main project features:</b> National forum for investment and export promotion organized by the Government of Moldova, requiring a unified event identity and large-scale visual communication assets.  <b>Position held:</b> Graphic Designer  <b>Activities performed:</b></p> <p>Developed the event's key visual identity and branding materials.  Created bilingual promotional designs, brochures, stage backdrops, and presentation templates.  Worked with PR and copywriting teams to ensure consistent visual storytelling.  Prepared print-ready materials and optimized digital assets for web and social platforms.  Ensured compliance with donor visibility guidelines and accessibility standards.</p> <p><b>b) Name of assignment or project:</b> GEFF-R Moldova (Green Economy Financing Facility)  <b>Year:</b> 2023 – 2024  <b>Location:</b> Republic of Moldova  <b>Client:</b> European Bank for Reconstruction and Development (EBRD)  <b>Main project features:</b> Awareness campaign promoting sustainable energy solutions and eco-friendly investments.  <b>Position held:</b> Graphic Designer  <b>Activities performed:</b></p> <p>Designed communication materials including social media graphics, infographics, and print brochures.  Developed visual concepts translating technical energy data into clear, accessible visuals.  Ensured visual coherence with EBRD brand guidelines and visibility rules.</p>

	<p>Coordinated production of printed materials and digital assets with the campaign team.</p> <p><b>c) Name of assignment or project:</b> ESG Communication Implementation Platform  <b>Year:</b> 2024  <b>Location:</b> Chişinău, Republic of Moldova  <b>Client:</b> Ministry of Economic Development and Digitalization / UNDP Moldova  <b>Main project features:</b> National initiative promoting sustainability and corporate social responsibility through effective visual communication.  <b>Position held:</b> Graphic Designer  <b>Activities performed:</b></p> <p>Created visual concepts and infographics to illustrate ESG principles and impact stories.  Developed layouts for reports, brochures, and event presentations aligned with UNDP visual identity guidelines.  Prepared designs for digital platforms and social media visibility actions.  Collaborated with copywriters and strategists to translate key messages into visual narratives.  Ensured bilingual adaptation and compliance with international visibility requirements.</p>
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**Expert's contact information:**  
E-mail: cristianbalatel7@gmail.com  
Phone: +373 68 711 367

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Cristian Balatel



27/10/2025

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Name of Expert

Signature

Date

Nicoleta Turcu



27/10/2025

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Name of authorized

Signature

Date Representative of the Consultant

(the same who signs the Proposal)