

## **Cristian Balatel - Graphic Designer**

**About Me:** Hello! I am Cristian, a Graphic Designer with over 6 years of industry experience and a passion for turning ideas into captivating visual creations. Throughout my career, I've had the privilege of working on various challenging projects that guided me on a continuous journey of exploration and innovation.

In developing brand identities, I strive to capture the essence of a business and translate it into a distinctive and authentic visual language.

I aim to understand not only the project objectives but also its broader scope to blend aesthetics with functionality in ways that exceed expectations.

I've had the opportunity to work with clients from different industries, helping to solidify their brand positions in a highly competitive market. My portfolio includes collaborations with companies such as Hisch, Avlo, Magic Factory, the European Economic Forum, Regina Naturalis, and others.

### **Contact Information:**

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### **Education:**

- **2006-2014:** Gimnaziul Nr. 31, Chişinău, Republic of Moldova
- **2014-2018:** Center of Excellence in Energy and Electronics, Chişinău, Republic of Moldova

### **Skills:**

- **Adobe InDesign**
- **Adobe Photoshop**
- **Adobe Illustrator**
- **Adobe After Effects**

### **Languages:**

- **Romanian:** Native
- **Russian:** Native

### **Experience:**

- **2017 - 2018:** Graphic Designer (Freelancer)
  - Developed creative concepts for advertising campaigns, ensuring that the design effectively conveyed the desired messages.
  - Managed projects from concept to implementation, collaborating with marketing and sales teams to achieve established goals.
- **2018 - 2023:** Graphic Designer at Complex-Total SRL
  - Developed creative concepts for advertising campaigns, ensuring that the design effectively conveyed the desired messages.
  - Created new visual identities for brands, developed creative concepts for Social Media and print materials.
- **July 2023 - Present:** Graphic Designer at Just Digital
  - Coordinated design projects, ensuring that all elements are aligned with brand standards and project requirements.
  - Developed and implemented design solutions for online marketing materials, packaging, and print materials.