

ROMAN BURLACU
Head of Design @ QUBO Communications

SUMMARY

My studies in Graphic Design, Polygraphy Technologies and Information Technologies, as well as my extensive 10 years' experience, recommend me as a creative designer with the formed taste and abilities allowing me to develop clear and effective designs, following the latest graphics trends, giving life and personality to the ideas, concepts, projects, multimedia tools, marketing/advertising materials and events signed by QUBO. Our projects are unique, that is why is important to be perceptive, detail-oriented and think differently, in order to generate and implement unconventional and original ideas that meet the highest standards and requirements. I lead and take part in the entire campaign development process, from establishing objectives to the project being completed and presented to the client. Within QUBO Communications team I have managed large branding, visual identity, and visual style projects, some of my latest works including: the visual restyling of the Medpark International Hospital brand; the visuals for the „Local Currency” event by EFSE; all graphics for Heritage International School over the past 5 years; the visual concept of the “Cum te simți azi” campaign for the World Health Organization in Moldova.

HIGHLIGHTS

- Strong creative vision
- Project and time management
- Proficiency with illustration tools
- Multi-tasking
- Detail-oriented
- Web design skills: HTML, CSS, PHP
- Advanced graphic design skills:
 - ✓ Adobe Photoshop
 - ✓ Adobe Illustrator
 - ✓ Adobe InDesign
 - ✓ Corel Draw
 - ✓ 3D Studio Max
 - ✓ Skech UP
 - ✓ AutoCad

EXPERIENCE

2017 – present, QUBO Communications

Head of Design

- responsible for the visual style and images in all projects
- create graphic concepts, including marketing and advertising materials
- develop the vision, styles and techniques for the team to implement
- set team priorities to deliver high-quality work on time and on budget
- analyze market trends and consumer needs
- work with copywriters and the creative director to produce final designs
- establish the standards for production, productivity and quality
- prepare the offset for large digital format printing works
- track campaign performance
- assess the competition

2014-2017, Proimage Agency**Graphic designer**

- create graphic concepts, including marketing and advertising materials
- work with copywriters and the creative director to produce final design
- prepare the offset for large digital format printing works
- prepare rough drafts and present ideas
- amend designs after feedback
- collaborate with printing houses

2013-2014, ViTRA**Brand Manager**

- maintain the corporate style
- elaborate models of polygraphy production
- prepare the offset for large digital format printing works
- collaborate with printing houses
- create and view 3D projects
- coordinate and organize exhibitions

2011-2012, AXIOM Web Service Agency**Graphic designer**

- create web concepts for sites, banners
- graphic rendering of concepts for advertising materials
- prepare materials for printing
- retouch and edit pictures

2008-2009, ACRILAT**Graphic designer**

- draft models for digital printing (billboards)
- cut oracal vinyl according to the layout design
- adjust and edit the printable materials

2006-2008, TATRABIS**Graphic designer**

- create graphic concepts
- maintain the corporate style

EDUCATION

2013, “Technology Design Course”, 3D Studio Max, training certificate

2013, The Technical University of Moldova, Bachelor’s degree in Design and Polygraphy Technologies

2009, College of Informatics, Diploma in Cybernetics and Economic Informatics