





Cristina Soric

UI/UX, Graphic Designer

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 Chisinau, Moldova

 03 July 1994

 +373 78 493 096

LANGUAGE(S)

Romanian

mother language

Russian

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English

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EDUCATION AND TRAINING

2020 Incomplete Courses Web Design and Graphic Designer
Shaw Academy, Bristol, UK

2018 Intermediate Certificate of the English level
Fantastic English, Chisinau, Moldova

09.2013 – 06.2016 Licentiate in Economic Sciences
Moldova State University, field of training Marketing and Logistics

MAIN SKILLS

Communication skills:

- professional communication;
- liaising with clients to determine their requirements and budget;
- managing client proposals from typesetting through to design, print and production;
- working with clients, briefing and advising them with regard to design style, format, print production and timescales;
- able to work without control, be a team member or work independently;
- confidence;
- receiving Constructive Criticism about Artwork.

Job-related skills:

- exceptional creativity and innovation;
- attentive;
- logical thinking;
- problem solving;
- attention to detail;
- multitasking;
- time management;
- collaboration;
- responsible;
- punctual;
- hardworking;
- tidy, accurate.

Computing:

- working knowledge of MS Office;
- Windows, Networks, Internet;
- Adobe Illustrator;
- Adobe Photoshop;
- Adobe XD;
- Balsamiq;
- inVision and Zeplin;
- basic HTML and CSS;
- Wordpress;
- Drupal 8;
- WIX;
- ILIAS.

WORK EXPERIENCE

12.2020 – present UI/UX, Graphic Designer

Indrivo SRL

81/1 Alexei Sciusev str., Chisinau (Moldova)

www.indrivo.com

Main activities and responsibilities as UI/UX, Graphic Designer

- Translating concepts in the form of mockups and wireframes that lead to an intuitive experience of using digital products;
- Designing layout templates for web pages, logos and corporate identity design, in line with the company's branding policy, maintaining firm style;
- Facilitating customer product vision by researching, sketching, modeling and prototyping user experiences for digital products;
- Creating, making and modifying graphic layouts, visualizing concepts of software products, webbased interfaces from idea to product, and designing user stories, user journeys, and mockups optimized for a wide range of devices and interfaces;
- Identifying design issues and developing stylish solutions;
- Approaching the principle of user-focused design, quick testing and repeating design;
- Designing layout templates for web pages, logos and corporate identity design, in line with the company's branding policy, maintaining firm style;
- Creating and implementing graphical concepts, creating icons, site illustrations, banners; image processing, ads, graphics for online advertising, buttons, unconverted, etc .;
- Technical and graphic training according to production parameters demanded in technological processes;
- CMS setup, site development in WordPress, Bootstrap, content editing;
- Working with a multidisciplinary team to convert business needs into technical specifications.

UNDP project - landing pages and online shops for local MSMEs: corporate & informative website and e-commerce websites - Graphic Designer;

dostavka.md - E-commerce website based on company that sells and delivers various products - UID / UXD Designer (project takeover);

WiseAgile - Corporate and informative website - UID / UXD Designer;

Indrivo branding - Corporate marketing materials such as presentations, social media banners, infographics - Graphic Designer;

Maxmart - E-commerce website based on company that sells and delivers various products - UID / UXD Designer, Graphic Designer (project takeover).

02.2019 – 12.2020 Graphic Designer

Freelance

Bristol (UK)

Responsibilities: Liaising with clients to determine their requirements and budget, working with clients, briefing and advising them about the design style, developing concepts, graphics and layouts for product illustrations, company logos and websites, reviewing final layouts and suggesting improvements if required.

02.2017 – 11.2018 Graphic Designer

Soft Tehnica, SRL
Chisinau (Moldova)

Main activities and responsibilities as Graphic Designer

- Consulted clients on the most suitable graphic designs options based on their preferences, ideas and visions for their products, finding the right solutions for their demands and liaising with them in perpetuity;
- Designed layout templates for web pages in line with the company's branding policy;
- Created the brand book; produced images for social media;
- Designed logos etc.
- Create a user guide for platform like ILIAS, identified design issues and developed stylish solutions, content management in Drupal 8, and WordPress.

09.2016 – 02.2017 **Marketing Specialist**

InaTherapy
Bucharest (Romania)

Main activities and responsibilities as Marketing Specialist

- Designed banners, social media images, gifs etc.;
- Elaborated updating the company`s website;
- Made questionnaires;
- Market research to attract new customers;
- Designed questionnaires for statistical analysis of the client`s responses, for an improvement of the company`s services.

ATTACHMENTS

1. Diploma of licentiate

