

CURRICULUM VITAE (CV)

Position Title and No.	Graphic and Web Designer
Name of Expert:	Mihaela Railean
Date of Birth:	18/11/1994
Country of Citizenship/Residence	Republic of Moldova

Education:

Name of Institution	Degrees or Diplomas obtained	Date of Obtainment
National University of Arts George Enescu, Romania	Doctorate Degree (PhD)	2022 – Present
National University of Arts George Enescu, Romania	Master of Arts (MA) in Visual Art and Design	2016 – 2018
Escola Superior de Disseny de les Illes Balears, Spain	Erasmus Master of Arts (MA) in Visual Art and Design	2017 – 2018
National University of Arts George Enescu, Romania	Bachelor's in Visual Art and Design	2013 – 2016

Employment record relevant to the assignment:

Period	Employing organization and your title/position. Contact info for references	Country	Summary of activities performed relevant to the Assignment
April 2025 - present	QUBO Communications Graphic and Web Designer	Republic of Moldova, Chisinau	<ul style="list-style-type: none"> Designing brand identities from concept Designing websites and UI layouts Designing concepts for digital platforms, outdoor advertising, and print materials Creating video assets for social media, advertising and branded content
August 2022 - March 2025	Loopina Agency Art Director	Republic of Moldova, Chisinau	<ul style="list-style-type: none"> Creating projects: branding, advertising, and web design projects for clients across Germany, the UK, the US, and Australia Developed and executed 360° campaigns across digital, print, and social channels, tailored to diverse international markets Designed custom websites
August 2019 - August 2022	Ogilvy Moldova Creative Graphic Designer	Republic of Moldova, Chisinau	<ul style="list-style-type: none"> Created 360° advertising campaigns across digital, print, and social media Developed visual concepts aligned with brand identity and marketing goals Designed creative direction for websites Created comprehensive brand identities, visual guidelines Designed video storyboards and directed creative vision for video spots Presented concepts and creative proposals to clients, adapting based on strategic needs

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

From 1 = Fluent to 5 = Basic, MT = Mother Tongue)

Language	Reading	Speaking	Writing
Romanian	MT	MT	MT
English	1	1	1
Russian	2	2	2
Spanish	3	3	3

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


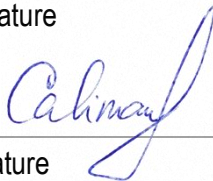
<ol style="list-style-type: none"> 1. Development of Key Visual Concept: Design of Outdoor Advertising Materials (OOH) 2. Created key visuals for billboards, citylights, and other out-of-home formats: Adapted visuals to multiple outdoor sizes and technical requirements 3. Creation of Digital Advertising Banner: Designed static and animated banners optimized for Google Ads and various digital platforms; Adjusted layout and visuals for different screen sizes and formats 4. Preparation of Visual Guidelines for Photoshoot: Defined art direction, moodboards, and references to guide photography team; Ensured visual coherence between photography and campaign identity 	<p>Name of Project: <i>Medpark Campaign: Ce faci cand afli?</i> Year: 2025 Location: Republic of Moldova, Chisinau, QUBO COMMUNICATIONS Position Held: Graphic Designer Main Responsibilities and Achievements:</p> <ul style="list-style-type: none"> • Developed the key visual concept illustrating emotional message • Created key visuals for outdoor advertising (OOH), ensuring high visual impact and clarity • Designed a set of digital banners adapted for Google Ads and various online placements • Prepared visual guidelines and mood references for the campaign photoshoot
<ol style="list-style-type: none"> 1. Design of Social Media Visuals: Created dynamic visual content for pre-event promotion, real-time updates, and post-event summaries; Developed assets tailored for Instagram, Facebook, LinkedIn, and other digital platforms 2. Creation of Motion Graphics & Video Assets: Produced short promotional videos and animated elements aligned with event themes; Delivered motion content for social media, digital displays, and on-site use 3. Development of Presentation & On-site Visuals: Designed branded templates for keynote speakers and partners; Created digital visuals for LED screens, banners. 4. Creative Collaboration with Content & Marketing Teams: Translated complex topics (digital transformation, tech innovation) into accessible visual format 	<p>Name of Project: <i>Moldova Digital Summit</i> Year: 2025 Location: Republic of Moldova, Chisinau, QUBO COMMUNICATIONS Position Held: Graphic Designer & Motion Designer Main Responsibilities and Achievements:</p> <ul style="list-style-type: none"> • Designed dynamic and engaging social media visuals tailored for pre-event hype, live updates, and post-event content • Collaborated closely with the content and marketing teams to translate complex information into clear, compelling visuals for a tech-savvy audience • Adapted designs for various screen formats, including web, mobile, and large-scale event screens • Contributed to elevating the overall perception of the summit as a premier digital innovation event
<ol style="list-style-type: none"> 1. Redesign of Visual Identity System and Brandbook: Created a refreshed brand logo aligned with the company's updated market positioning; Developed a full visual identity 2. Packaging Design for Product Lines: Designed packaging concepts for various meat product categories; Adapted packaging visuals to meet technical specifications for print and production; Balanced product visibility, brand coherence, and consumer shelf appeal 3. Design of Outdoor Advertising Materials (OOH): Designed billboards, banners, and citylights for the national launch campaign; Ensured visual impact and brand recognition 	<p>Name of Project: <i>Carnez – Rebranding & Packaging Design</i> Year: 2022 Location: Republic of Moldova, Chisinau, Ogilvy Moldova Position Held: Creative Graphic Designer Main Responsibilities and Achievements:</p> <ul style="list-style-type: none"> • Redesigned the logo and full visual identity system for a national meat brand • Developed packaging across multiple product lines • Designed outdoor advertising (OOH) materials • Collaborated with creative director, photographers, DTP designers

<ol style="list-style-type: none"> 1. Website Layout and UI Design: Created the full visual layout and page structure for the website; Defined grid systems, hierarchy, and navigation flow based on best UI practices 2. UX-Focused Design Approach: Prioritized user experience; Mapped user journeys to align with client goals and service offerings 3. Responsive Design Delivery: Designed adaptable versions for mobile, tablet, and desktop formats; Ensured accessibility and functionality across all major devices 	<p>Name of Project: <i>Incotro Creative Agency – Website Design</i></p> <p>Year: 2022</p> <p>Location: Romania, Iasi</p> <p>Position Held: WebDesigner</p> <p>Main Responsibilities and Achievements:</p> <ul style="list-style-type: none"> • Designed the website layout and user interface for a creative agency • Focused on UX and visual consistency across devices • Provided responsive versions and developer-ready assets
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Expert's contact information: e-mail: mihaela.railean@qubo.com, phone: +373 62 159 650

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.

		04/06/2025
_____ Name of Expert	_____ Signature	_____ Date
		
_____ Name of authorized Representative of the Consultant (the same who signs the Proposal)	_____ Signature	_____ Date