

Natalia Petrenco

behance.net/anta_design
instagram.com/anta_design/

summary

Senior graphic designer and art-director with over 10 years of experience in design department for branding and communications design studios. I use my experience in many ways: as a designer, a teacher and an individual mentor. My strongest quality is experience and a conceptual mindset that allows to find a solution even for those problems that I encounter for the first time.

**education — Architecture and Urban Planning
(Technical University of Moldova)**

experience

now — True Agency SRL founder, creative director

2019 — 2020/45

**freelancer designer,
mentor, art-director**

2012 — 2019/05

casa imago
www.imago.md

Senior designer/art director

branding and packaging design, art directing on big projects, illustration, art directing on photoshootings, high quality retouch, interior design

2010/08 — 2012

simpals
www.simpals.md

Graphic, web designer

web design, game design, illustration, art directing
in video AD department, consulting in the animation department

2009/11 — 2010

design MD studio
design.md

Graphic designer

web design, logo design, illustration, retouch,
consulting in the animation department

software

Adobe (PS, AI, ID — excellent)
3ds max, AutoCad, After Effects — intermediate

languages

Russian — native **English — intermediate B1**
Romanian — intermediate B1



teaching experience

Graphic design course for Tekwill

2020—now

34 lessons, text&graphics.

The course was created for children and is designed to immerse the student in the world of graphic design, from theory and basic knowledge of art history to his own project.

Graphic design lessons praktikum

MAY 2021

Theoretical and practical course, 30 lessons

The course is designed for novice designers or for practicing average designers who lack theoretical basis or practical knowledge, technical issues.

Brand Identity course (author's course)

JULY 2018

Mixed express course: 8 lessons, 3 times a week.

The course is dedicated to implementing a specific case from A to Z. In the first lesson, we will consider what is a brief, how to read it correctly, how to ask leading questions (to a client or manager), arrange a real brainstorming and learn how to use associations.

Retouching course (photoschool.md)

2016, 2017

A practical course of program knowledge: 16 lessons, 2 times a week.

Developed for photographers and beginner retouchers. The goal of the course is to study the basic tools for processing photos in Adobe Photoshop and Camera RAW. At the end of the course — a practical task, on the basis of which qualification diplomas are issued.

In-studio (imago) lectures for staff development

2013 — 15

Theoretical course once a week.

Designed for people with an average level of knowledge aimed at an in-depth study of typography, modular grids and the development of abstract thinking, as well as understanding graphic metaphors.

