



Resume

Cosmin Palade

Visual Designer



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Overview

Multimedia visual designer with 2 years experience in B2C advertising, 4 years experience in B2B marcom and retail, as well as 3 years experience in B2C and B2B global marcom. Experience as a freelance illustrator, ad agency art director and in-house multidisciplinary designer.

A full list of mediums I can create, manage and develop can be found at cosminpalade.com.

Skills

- Art direction and creative concept design
- Graphic design and asset management
- Illustration and visual concept development
- Motion design and user experience design
- Social media presence concept and execution
- Branding and business development
- Creative project development and management
- Brand integration and desktop publishing
- Web design and front-end development
- Mobile and web responsive development
- Content development and strategy

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Dreamweaver / HTML / CSS
- Maxon Cinema 4D
- Celsys Clip Studio Paint
- Pixologic ZBrush
- Toon Boom Harmony
- Windows / Mac OS

Education

- SNSPA Faculty of Communication & PR Bachelor's Degree in online communication - **2008-2011**
- SNSPA Master's Course in Advertising - **2011-2013**
- National University of Arts Bucharest - Painting and illustration tutoring - **2015**

Languages

Language	Level
Romanian	Native
English	Proficient
Spanish	Intermediate
Japanese	Elementary
French	Beginner

Selected Experience

Art director - Saatchi & Saatchi | 2010 - 2011

Saatchi was a great experience, I got to see the ins and outs of advertising agency workflows, as well as work on brands like: Axa Asigurari, Chio Chips, Yoplait

I was in charge of / was involved in:

- Creating alternative concepts for ATL campaigns
- Providing support and feedback on current campaigns
- Developing visual products based on campaign assets and art direction
- BTL Collateral materials for high profile clients such as Pampers

Graphic Designer - RTC Proffice | 2012 - 2016

RTC is a company I'm proud to have been part of. My time with RTC has taught me a lot about myself and has influenced the way I conduct business. While spearheading the prints division, I managed and produced assets for brands such as: Volksbank, Garanti Bank, Stanleybet, Mondelēz, DB Schenker, and Aquila

Accomplishments:

- Developed code that made the newsletter program possible in-house for clients as well as internal communication
- Developed web templates for RTC's interactive catalogue and e-commerce platform, eliminating the need to outsource
- Developed RTC's audio-video materials, eliminating the need to outsource

I was in charge of / was involved in:

- Developing RTC's creative concepts that sync up with the brand's tone of voice, market and target audience
- Designing and producing RTC's printed and virtual catalogues, flyers and brochures
- Designing RTC's newsletters and online presence communications

- Designing and maintaining RTC's website and e-commerce platform
- Designing materials for RTC's BTL events and internal conferences
- Designing RTC's internal communications, campaigns and presentations
- Implementing, managing and developing visuals for RTC's supplier's sales campaigns
- Managing and producing assets for RTC's custom prints division, with respects to our client's visual requirements
- Managing the relationship between RTC and it's outsourcing parties, in regard to creative projects

Graphic Designer - Honeywell | 2016 - currently

Honeywell has been a very creative nurturing environment. At Honeywell I've been given the liberty to create materials at the highest level of design excellence, which has always been for me, the level of execution with which I'm most comfortable, and by which I stand as a designer. I'm very happy to have had the opportunity to work at a global scale, and by consequence been able to put my varied skillset not only to the test but expand on it as well.

Accomplishments:

- Received Bronze Award for customer satisfaction.

“*Cosmin delivers consistent, excellent graphic design solutions that meet and exceed customer's needs. He has strong communications skills and clearly articulates ideas. Cosmin volunteers suggestions for process improvements and is willing to share knowledge with teammates which strengthens the overall organization.*”

- Received Bronze Award for fast delivery.

“*Cosmin worked quickly and efficiently to provide a great solution to our needs. Due to various booth re-configurations, we had to change format and develop panels that would meet the new requirement. He did a great job and supplied an excellent product to our trade show vendor. Thank you.*”

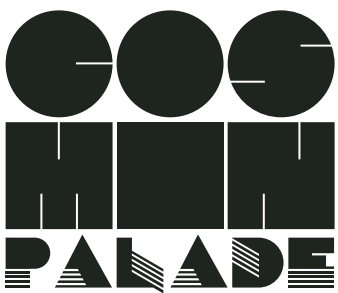
- Developed predictable automated functions for photo manipulations that increased daily workflow efficiency
- Created automated animation edit and export system for animated web banner that decreased total project effort time by 50%
- Created isometric illustration builder template that facilitated fast delivery of isometric illustrations
- Spearheaded real estate design efficiency management initiative, by seizing efficient production opportunity that optimized overall project costs, allowing for a more intricate approach.
- Streamlined business approval process and Marcom idea generation by providing 3D visualization for complex and interactive promotional architectures developed
- Expanded Point of Sale venue business opportunities by developing and integrating motion graphics into graphic design and interior design solutions
- Lead team of multi-regional graphic designers toward successfully completing high profile projects.

I am in charge of / was involved in:

- Leading graphic design support for Honeywell's Fire and Safety business in EMEA and other regions. The categories of products I have worked with, include but are not limited to: building management, fire safety, and industrial safety solutions.
- Have led graphic design support for Honeywell's Environmental and Energy Solutions business in EMEA and other regions. The categories of products I have worked with, include but are not limited to: home heating, home security, internet of things, hospitality solutions, air and water purification solutions.
- Developing materials for Honeywell's retail promotion initiatives in Canada for high profile clients such as Lowe's and others
- Supporting Honeywell's Display ads campaigns in Western Europe
- Developing integrated campaigns, standalone collaterals, supporting various other multinational initiatives in Eastern Europe
- Developing various Point of Sale solutions and integrated campaigns for Honeywell's Middle East market.
- Supporting Honeywell's security business for the US market
- Developing print and digital materials of various campaigns for markets such as UK, Spain and Italy
- Supporting the global social media team with post assets ranging from static to motion graphics or cinemagraphs
- Acting as management proxy for the design team in crisis situations
- Acting as mentor to new team members

Work ethic

- Quality over quantity
- Efficiency over perfection
- Effort over compromise
- Innovation over habit
- Teamwork over ego



Portfolio:
E-mail:

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