

IMAGINATION WORKS

# Visual designer

I'm a Visual designer.

This means that any marketing communication or content you can see, I can make or help create.

# Values

## De Design

Design is a consideration more than any else. Good design is a balance between artistic and functional, culture and information, carefully constructed, with a sharp precise intention.

I believe design is a crucial part of any business, because every business revolves around a product, and every products needs a relevant visual representation to it's audience.

As today's world pushes out more and more content, attitude plays a crucial part in market differentiation, making design a top driving force in sales.

Making mediocre design stopped being an option years ago.

## Qu Quality

At any given time, there are at least three ways of doing any design task, each with their own advantages and disadvantages. This makes doing kitsch design a very real pitfall, in favor of saving time.

This is rarely a worthy compromise. Lest we forget, the end goal of good design is to inspire, inform and serve a certain aspect, being on time must not become a goal, but come naturally.

It has been my experience that a design's execution quality is a major influence on the outcome and its effects. As such, I make no compromise in quality policy for all of the projects I'm involved with.

## Re Relevance

There are always many solutions to any problem. The best filter for choosing the best one is relevance. For me it's always important what the client's business is, what the client wants, what the client's audience wants, and who the client wants to become. Design needs to be the right thing, at the right time, for the right people.

## Co Communication

Communication is the key to success. Communication is important internally with the client and externally with the audience. Good communication with the client means investment in understanding the project, it's needs, the resources as well as business and cultural contexts involved, so that development runs smoothly later on.

## At Attitude

Attitude or lack thereof will make or break a design. Often times a design can hit all the brief points, it can look good, it can send the right message, but if it has no attitude, no soul, it's not going to impress, it's going to feel shallow and void of meaning. This is the main reason why developing a design is a separate process to executing it

## Gr Growth

A design created with growth potential in mind can be of great long term value for a company. I believe in making designs that can scale, that are strong enough to be developed further and further. No design is ever truly finished, that's why thinking ahead and planning ahead always gives way to better visual development in the future.



clarocafe.ro

cafea de specialitate

pe gustul tău

ClaroCafe este un magazin online ce oferă clienților săi cafea gourmet proaspăt prăjită și atent selecționată din cele mai renumite regiuni ale lumii.

Cafeaua este preparată cu ajutorul unui prăjitor profesional, în condiții optime, astfel încât aceasta să își păstreze proprietățile nutritive și gustul intens.



## Client: Claro Cafe

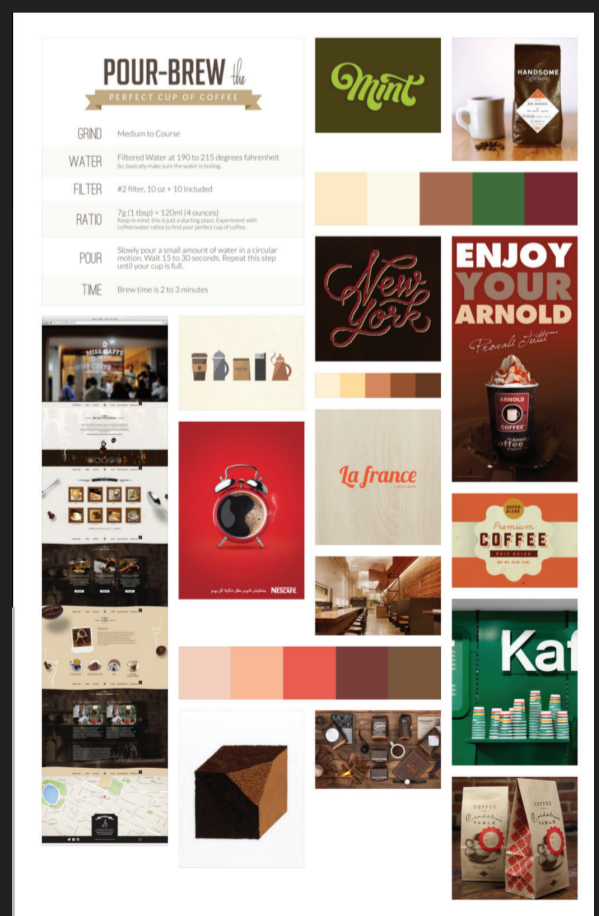
Claro Cafe is an online coffee shop, coffe roasting center and specialised equipment reseller.

## Flyer

To promote themselves at an upcoming conference, we decided that the best course would be a flyer.

All of my work starts with either a sketch or moodboard, just to make sure I'm on the same page as the client visually. This is a good way to figure out the client's expectations.

For Claro we agreed on a strong headline with a red/beije color scheme. We also decided that it would have icons to make it a bit fun.





Sometimes handling the copy myself is refreshing because I get to play with certain ideas. If the first part was about the company I wanted to make the other side about the product.

I made the headlines *cafea de specialitate*, *ambalată cu grijă*, *la prețuri accesibile* (specialised coffee handled with care, at a fair price) work as headlines, but also as a individual sentence.

It's worth noting that this is a material prospective clients will pick up on the showroom floor, after they've visited maybe another 10 stands, in other words they're tired and need information fast and easy. Enter this sentence to give them the info at a glance, plus the call to action: *viziteaza-ne si convinge-te* (visit us and see for yourself) followed by a QR to Claro's site to make conversion that much easy.



**CLARO**  
fresh roasted coffee

**clarocafe.ro**

### *cafea de specialitate*

Toate sortimentele de cafea sunt de specialitate, provenind din cele mai renumite plantații ale lumii, precum Etiopia, Brazilia, Peru, Columbia, Guatemala și nu numai. O parte din acestea sunt certificate organic. Cafeaua este proaspăt prăjită săptămânal.



### *ambalată cu grijă*

La scurt timp de la prăjire cafeaua este ambalată în pungi rezistente la umiditate, special concepute pentru păstrarea aromei. Acestea împiedică oxidarea cafelei printr-o supapă ce elimină dioxidul de carbon și împiedică oxigenul să intre în contact cu cafeaua.



### *la prețuri avantajoase*

Datorită unui proces de producție eficient, putem oferi prețuri avantajoase pentru toate produsele noastre.



**vizitează-ne și convinge-te!**



My experience as a DTP always serves me well, because I can make accurate enough estimates of how much content can and should be fitted in a medium. That being said, the icons I mentioned earlier, weren't going to happen, because it would overload the composition and kill the rhythm.

Still, I wanted to add a bit of character to the artwork. So I used the footer as a pretext to add a bit of decorative charm to it. There's never a bad time to do illustration.

## Banner



The main reason we wanted a strong headline was because the headline was also going to be used for the banner on the stand, it needed to stand out. Initially I had the call to action: viziteaza-ne si convinge-te also on the banner with a double meaning. On the flyer it would mean visit us on the site, scan the code. And on the banner it would mean, visit us here now.

It didn't make the cut because ultimately the URL and logo were much more important. The main headline cafea de specialitate is also a revision from the initial calitate pe gustul tau (quality to your taste) because we decided that the coffee's characteristics is a much stronger selling point.

## Horeca and product flyers

The product flyer was more intensive on the layouting and resource management side than anything else. The question was how do you create a layout to acomodate 21 products on a two side A4 and make it look good? The answer, math and a bit of precise content management. It was clear that I had to use the package shot for all the coffee if I wanted to have room for the copy.

The problem was that, these were new types of coffee that the client was just now bringing in stoc, that had no visual materials prepared for them beforehand.

This was just a minor setback, after all, the ideal scenario never happens, and for whatever reason or limitation you always need to act on your best professional judgement.

In my case, this was using coffee textures to mimic packaging as a generic placeholder, but still taking into account the coffee regions, so it's not just one boring texture all across.

ClaroCafe oferă clienților săi cafea de specialitate, single origin, proaspăt prăjită și atent selecționată din cele mai renumite regiuni ale lumii.

<p><b>brazilia mogiana</b></p> <p>DISPONIBILĂ ÎN CANTITĂȚI DE: 250 g ✓   500 g ✓   1 kg ✓</p> <ul style="list-style-type: none"> <li>• dulce</li> <li>• cremoasă</li> <li>• cu note de ciocolată și fructe</li> </ul>		<p><b>brazilia santos</b></p> <p>DISPONIBILĂ ÎN CANTITĂȚI DE: 250 g ✓   500 g ✓   1 kg ✓</p> <ul style="list-style-type: none"> <li>• clasică</li> <li>• cu un corp cremos și consistent</li> <li>• note dulci de ciocolată neagră</li> </ul>	
<p><b>etiopia adado</b></p> <p>DISPONIBILĂ ÎN CANTITĂȚI DE: 250 g ✓   500 g ✓   1 kg ✓</p> <ul style="list-style-type: none"> <li>• note florale și dulci de caise și piersici</li> <li>• aciditate intensă</li> </ul>		<p><b>etiopia adado natural</b></p> <p>DISPONIBILĂ ÎN CANTITĂȚI DE: 250 g ✓   500 g ✓   1 kg ✓</p> <ul style="list-style-type: none"> <li>• procesată natural</li> <li>• note florale</li> <li>• zmeură și suc de trestie</li> <li>• aciditate citrică</li> <li>• retrogust de vanilie</li> </ul>	
<p><b>etiopia chelchele</b></p> <p>DISPONIBILĂ ÎN CANTITĂȚI DE: 250 g ✓   500 g ✓   1 kg ✓</p> <ul style="list-style-type: none"> <li>• corp cremos</li> <li>• note de afine, toffee și citrice</li> </ul>		<p><b>etiopia yrgacheffe</b></p> <p>DISPONIBILĂ ÎN CANTITĂȚI DE: 250 g ✓   500 g ✓   1 kg ✓</p> <ul style="list-style-type: none"> <li>• corp cremos</li> <li>• note fructate și ciocolatii</li> </ul>	
<p><b>guatemala sierra madre</b></p> <p>DISPONIBILĂ ÎN CANTITĂȚI DE: 250 g ✓   500 g ✓   1 kg ✓</p> <ul style="list-style-type: none"> <li>• note de fructe tropicale și caramel</li> <li>• corp mediu și cremos</li> </ul>		<p><b>guatemala bio</b></p> <p>DISPONIBILĂ ÎN CANTITĂȚI DE: 250 g ✓   500 g ✓   1 kg ✓</p> <ul style="list-style-type: none"> <li>• note de caramel, fructe, lime și lavanda</li> <li>• corp delicat și cremos</li> </ul>	
<p><b>guatemala shb</b></p> <p>DISPONIBILĂ ÎN CANTITĂȚI DE: 250 g ✓   500 g ✓   1 kg ✓</p> <ul style="list-style-type: none"> <li>• echilibrată</li> <li>• arome plăcute de citrice</li> <li>• prune și ciocolată</li> <li>• retrogust plăcut</li> </ul>		<p><b>costa rica</b></p> <p>DISPONIBILĂ ÎN CANTITĂȚI DE: 250 g ✓   500 g ✓   1 kg ✓</p> <ul style="list-style-type: none"> <li>• elegantă</li> <li>• note de fructe deshidratate natural</li> <li>• aciditate intensă</li> </ul>	

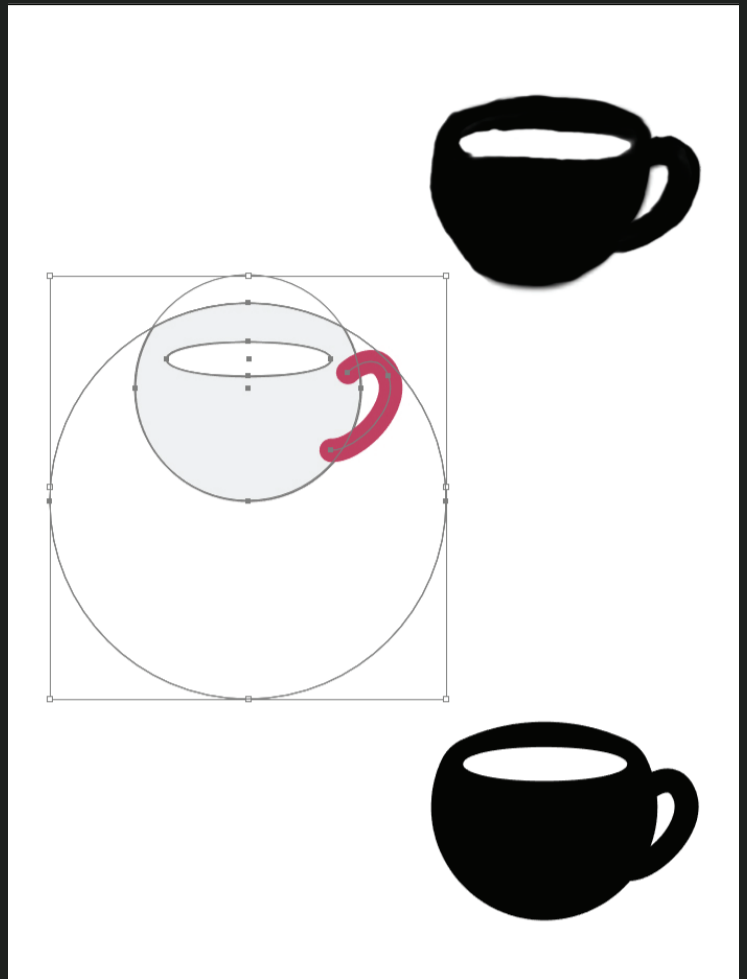


# Work



I chose to return to the initial idea of icons for the other two flyers. The first were a series of tests to see how the silhouette would behave on smaller sizes as well as stacked. I wanted to make sure the silhouette is defined well enough, and is distinct enough to not cause confusion over the fact that the items in the bullets are different.

I wanted the coffee cup to be round enough that it resembles a bulletpoint to some extent, but not so round as to lose the idea of being a cup.



## Oferta de produse și servicii Clarocafe

### cafeaa de origini și blenduri 100% arabica

cu prețuri începând de la 60 RON / kg.

BRAZILIA MOGIANA	GUATEMALA BIO	COLUMBIA SUPREMO
BRAZILIA SANTOS	GUATEMALA SHB	KENYA
ETIOPIA ADADO	COSTA RICA	RWANDA
ETIOPIA ADADO NATURAL	PERU	AUTUMN BLEND
ETIOPIA CHELCEHELE	SULAWESI	CLARO CHOCOLAT
ETIOPIA YRGACHEFFE	COLUMBIA HUILA	CLARO CARMEL
GUATEMALA SIERRA MADRE	DECAF	CLARO LUXURY

### echipamente

inclusiv cu posibilitate de achiziționare în leasing pe durata a 12 luni:

- ☕ espressoare marca Grupo Cimbali (Cimbali, Faema, Casadio) prețuri începând de la 2300 euro
- ☕ macinatoare Casadio - prețuri începând de la 350 euro
- ☕ ustensile



The point of the Horeca and product flyers was to have a more focused approach than a general presentation. Horeca is the prime example of this.

Using photostocks is always a harder task than commissioned photos, because the pitfall of having a generic representation no matter what you do is very real.

Luckily there are certain specific cases and visual segments where the visual's character is so specific, that it doesn't matter if you're being a bit generic, since it's within a specific representation anyway, so the amount of harm it can do is limited.

# Work

CLARO  
fresh roasted coffee

## cursuri de educare și pregătire personal

150 EURO - reduceri pentru grupuri de 3-4 persoane

- Introducere și prezentare cafea de specialitate
- tehnici de cupping și degustare
- espresso versus cafea
- tehnici de extracție și pregătire espresso și cafea: particularități ale diferitelor cafele, gramaj, macinatură, preinfuzie, timp de extracție, etc
- tehnici de preparare produse pe bază de lapte: cappuccino, flat white, latte, macchiato (cantități, tehnici de frotare lapte, tehnici de turnare, etc)



## pachet echipament în comodat și cafea

- Echipamente: espresso și măcinător marca Casadio
- Cafea de origini și blenduri, 100% arabica cu prețuri începând de la 90 RON / kg.

BRAZILIA MOGIANA	GUATEMALA BIO	COLUMBIA SUPREMO
BRAZILIA SANTOS	GUATEMALA SHB	KENYA
ETIOPIA ADADO	COSTA RICA	RWANDA
ETIOPIA ADADO NATURAL	PERU	AUTUMN BLEND
ETIOPIA CHELCELE	SULAWESI	CLARO CHOCOLAT
ETIOPIA YRGACHEFFE	COLUMBIA HUILA	CLARO CARAMEL
GUATEMALA SIERRA MADRE	DECAF	CLARO LUXURY



The last page of the horeca flyer was a interesting piece because I had the oportunity to mix and match eveything so far.

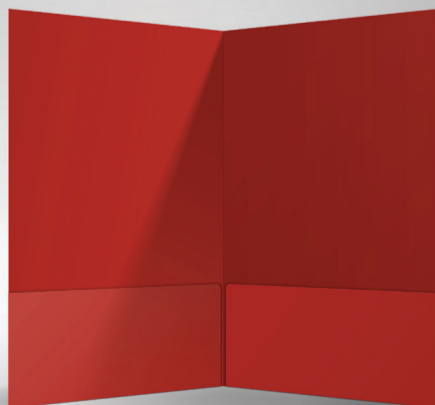
If had the product flyer's bullets, it had it's own tables and visuals, and it had the first flyer's accents and footer.

It was, I believe, a very appropriate way of concluding the project.

clarocafe.ro



## Folder



And of course since presentation can never be too important. A folder to keep everything nicely packed



Client:  
**RTC**

RTC is Romania's market leader in office products distribution and business lifestyle.

rtc: o zi bună la birou!

CATALOG  
2015 - 2016

**CURĂȚENIE** **IT**  
**TIPĂRITURI** **PROTOCOL**  
**ECHIPAMENTE** **PROTECȚIE**  
**PROMOȚIONALE** **PAPETĂRIE**



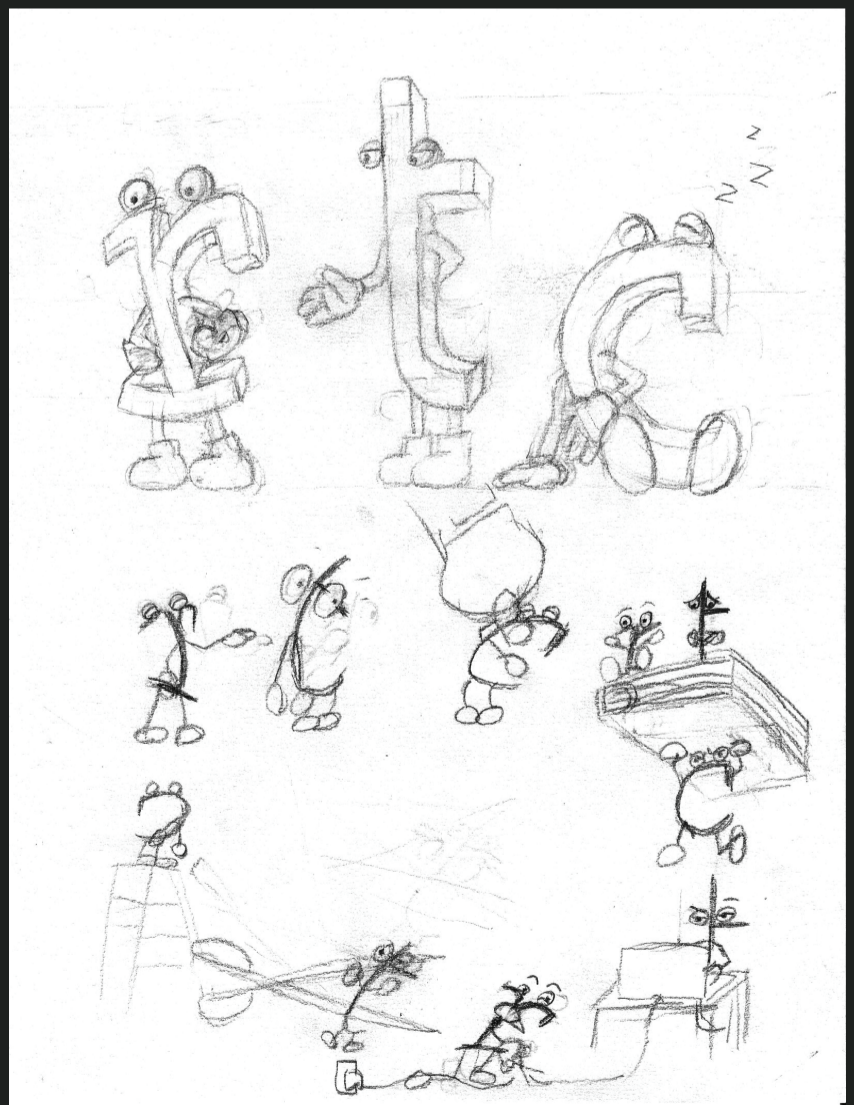
## Identity

Since 1994, RTC have been publishing a product catalogue yearly, to showcase its diverse range. As a long lasting tradition, every edition always has its distinct visual identity, that bleeds into all aspect of the company's Marcom endeavours for the respective year.

In 2015, the brief was to create something new with regards to RTC's previous concepts. After a long evaluation period. The conclusion was that mascots would serve as a proper vehicle to communicate RTC's slogan - o zi buna la birou (a good day at the office).

When tasked with developing the mascots, the first thing I wanted to do was make them undisputedly unique to RTC, since mascots in the office products segment, aren't all that uncommon.

Enter, Er, Te and Ce or Ar, Ti, Ci. Once figured out I wanted to give them distinct personality, in their adventures in using office products.

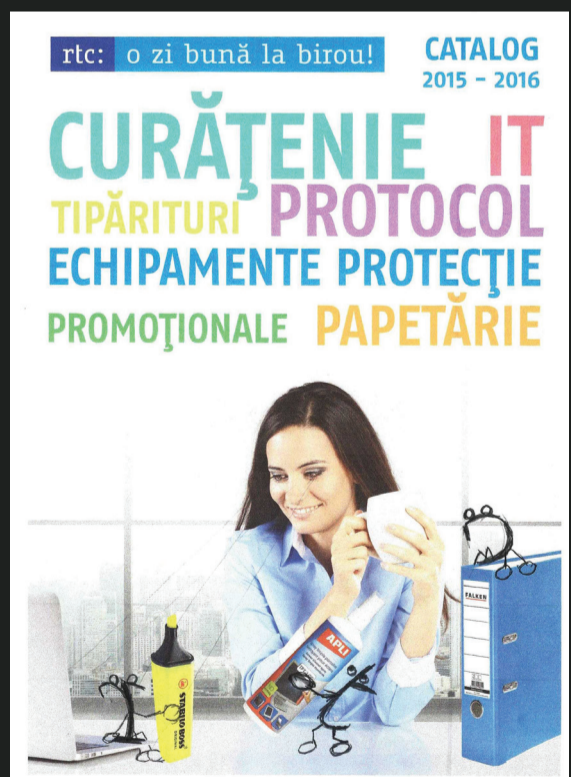
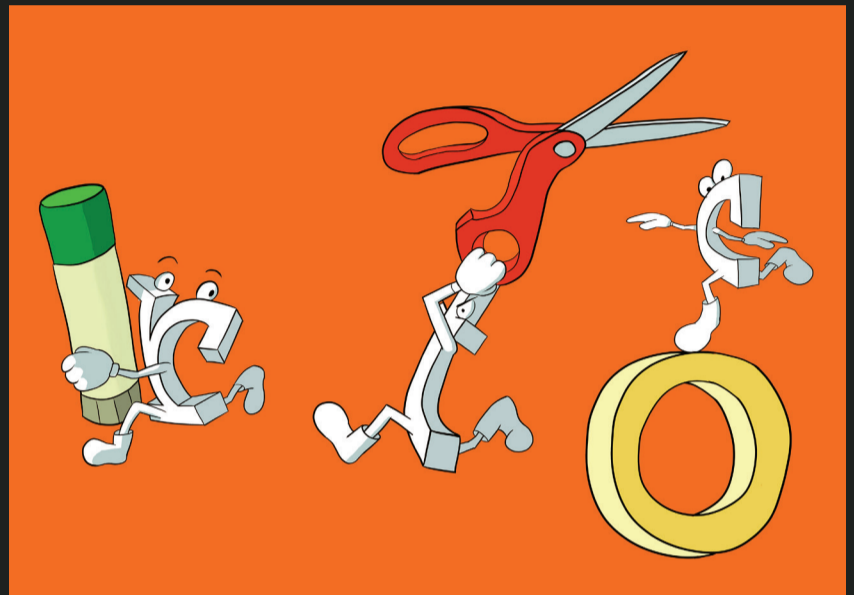
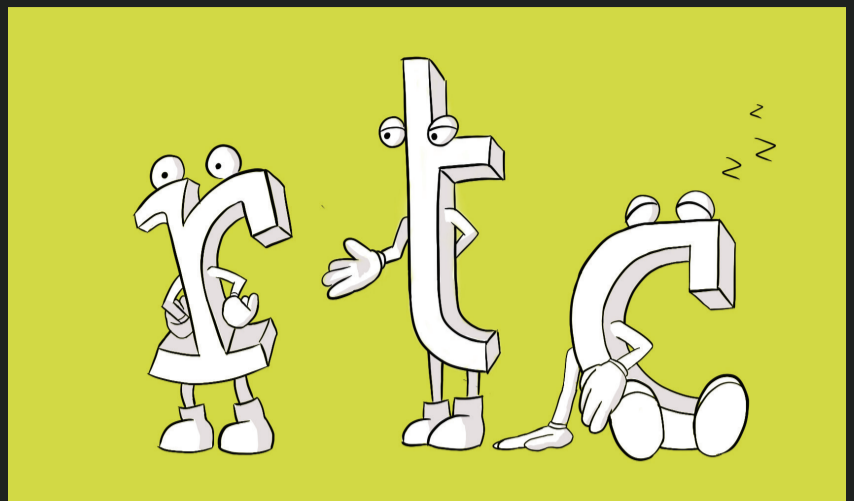


# Work

The initial idea was to make them the funny man, the straight man and the lazy/carefree man.

The catalogue identity system RTC's developed works with the catalogue cover as a center piece, followed by 10 chapter artworks undelining product categories. This meant that in whichever way the mascots were to be used, situations had to be created to accommodate every chapter. This is a fortunate condition, because it always forces you to develop visuals that can be tied under a common idea. Being one of the main differences between graphic and concept.

However, we changed gears from this approach. Mainly because it was too focused on the mascots. when introducing a new idea for such a conservative audience as B2B it's best you take it slow and steady.

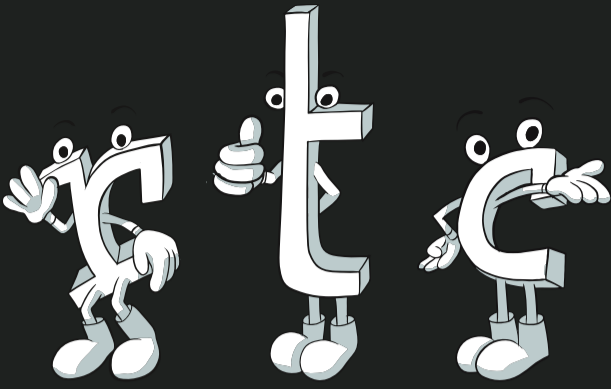


So I changed focus to familiar elements: the products and explicit human representation. For this to work I had to drop the mascot's personalities, since they acted like more generic assistants, the human being the main actor.

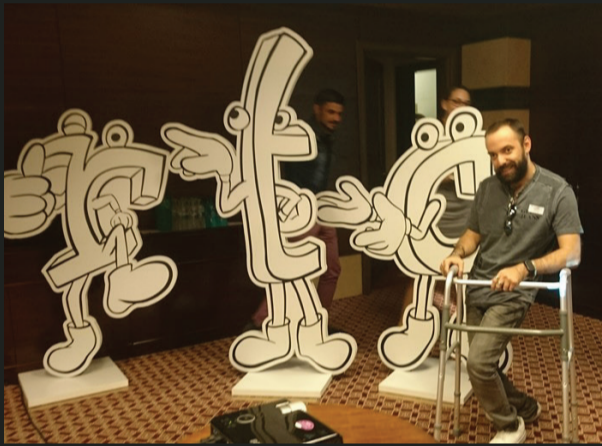
The challenge was in balancing out the mascot's importance, the human office assistant's importance, the product's importance, and the range diversity's importance. When you have these many elements competing for attention and real estate, it can be very difficult to make a coherent composition. Still with enough patience and experimentation everything always works out.



# Work



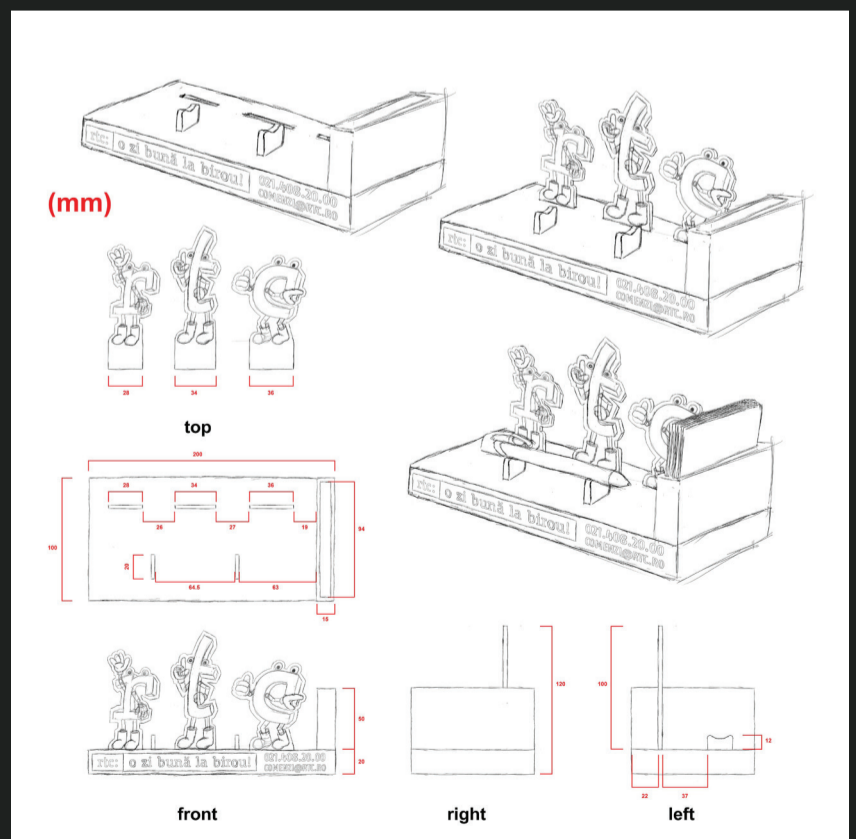
The mascots' final look went on to be the first visual element in RTC's history that will persist for at least two years in a row. They're also making a big impression at conferences, literally.



## Product design

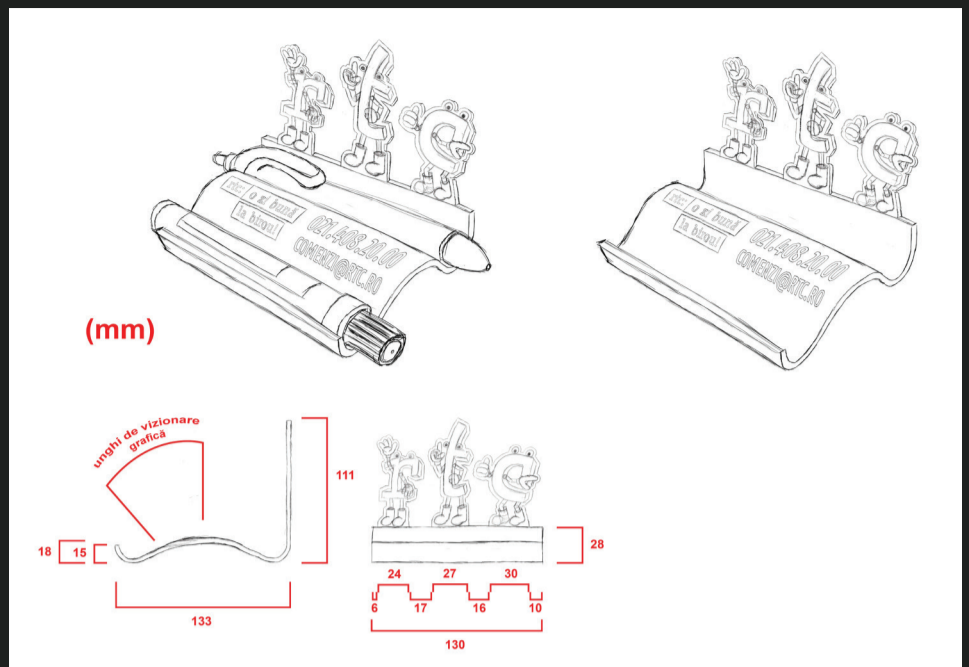
With the succes of the catalogue, representation was continued with promotional items. One thing I like about product design is that it's very grounded creative physical work. That's what makes it hard, that's what makes it beautiful.

The first on the list was a desk stand. The initial idea was for it to have detachable characters the client could collect, however due to production constraints the system proved to be a hindrance so I decided to start from scratch altogether

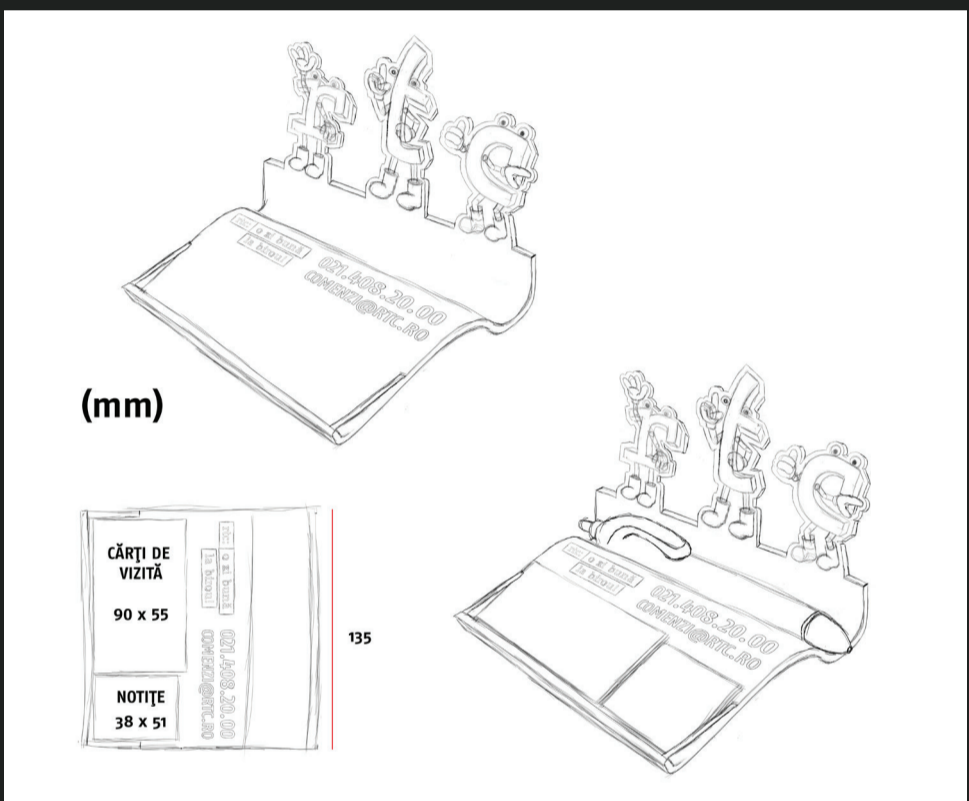


# Work

For the second design I went with something more lean, sleek, with a simpler more solid shape to provide a more cost effective solution.



Due to production constraints, the first half had to be repurposed in a more diverse office kit. The client would receive the desk stand with the products, so we had to make sure the package was attractive on this end as well.



Because of technical constraints as well as budgeting and production scale reasons, the rounded hold for the pen had to become sharp edged. This took quite a bit from the design's feel, but overall the impact of the change wasn't all that big.

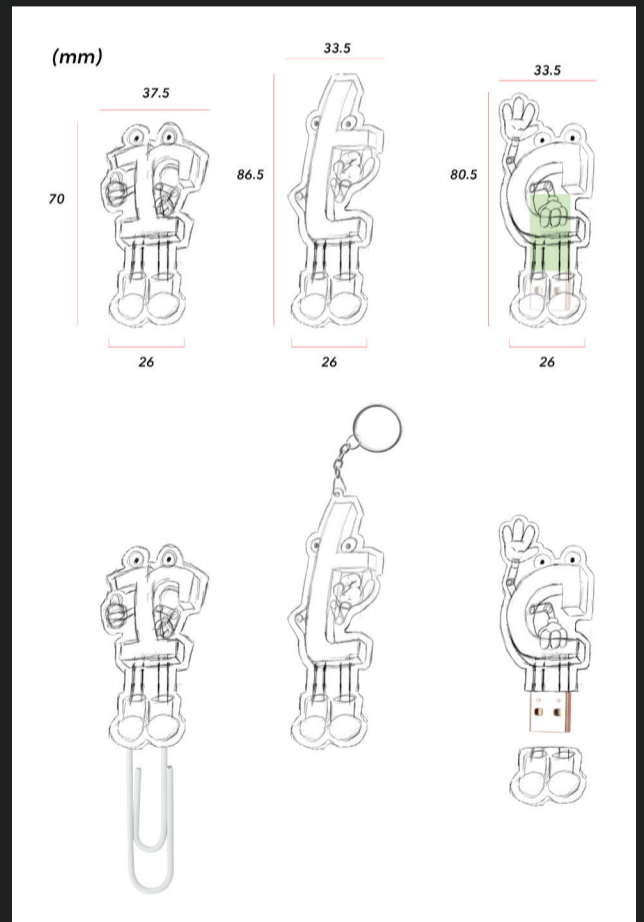
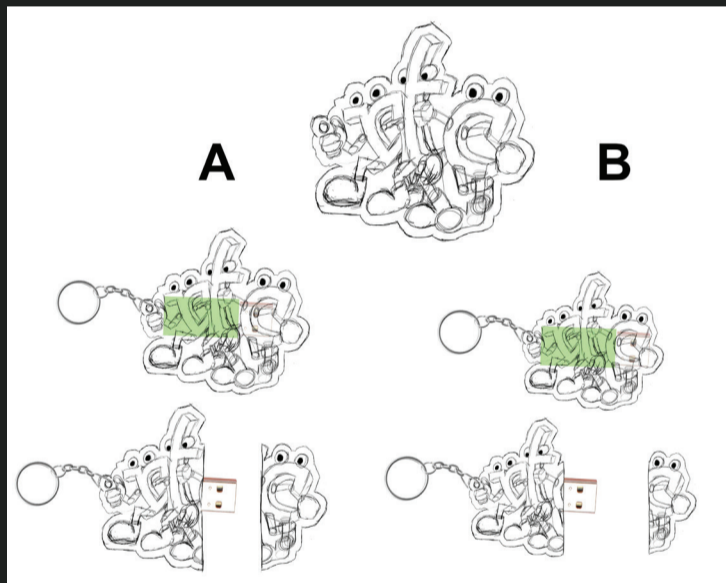
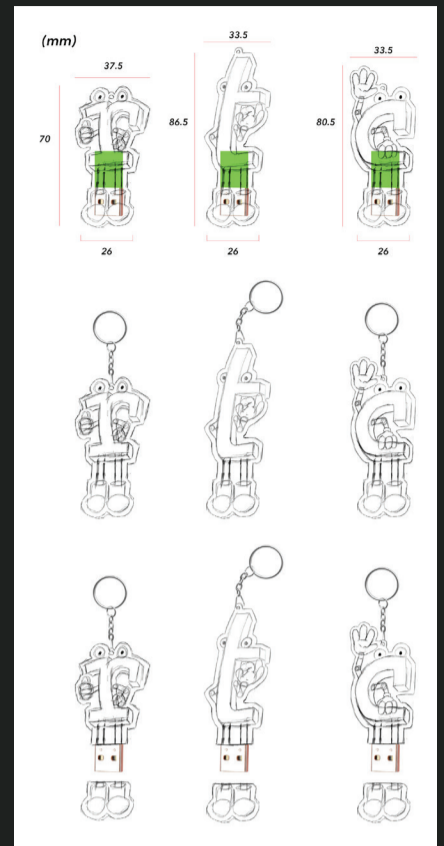
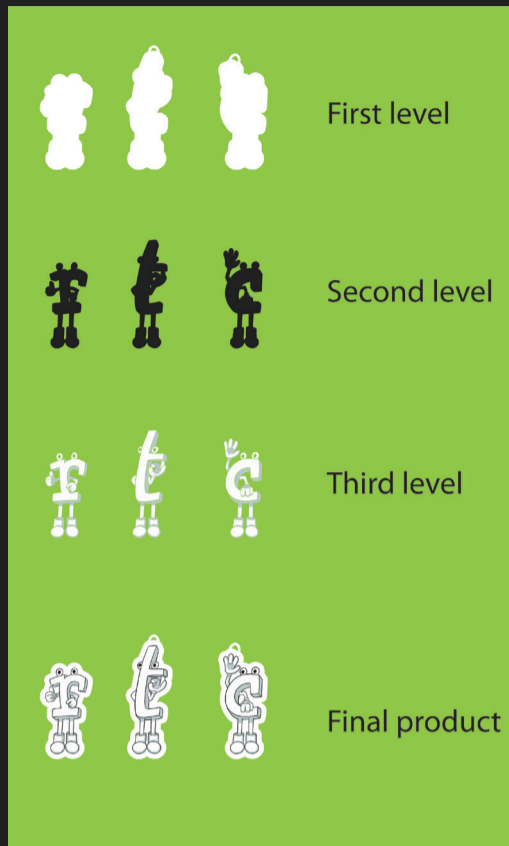




# Work

Next in line were the USBs, the question was if 3 individual USBs was the right way to go, or one USB.

We quickly figured out that 3 individual was the better solution, because one single USB while compact in that the client had Ar Te Ci all at once, fitting the USB mechanism in an ansamble of 3 silhouettes, without making them look crowded and with a logical cut section proved unlikely



The final form of the project was to have 3 individual characters with different functions to make them functionally distinct. The silhouettes I did in the beginning to accommodate USB mechanisms for all of them were kept so give a sense of coherence, across all products.

## Prints

Along with its catalogue RTC also develops a number of complementary campaigns that need aspecific visuals.

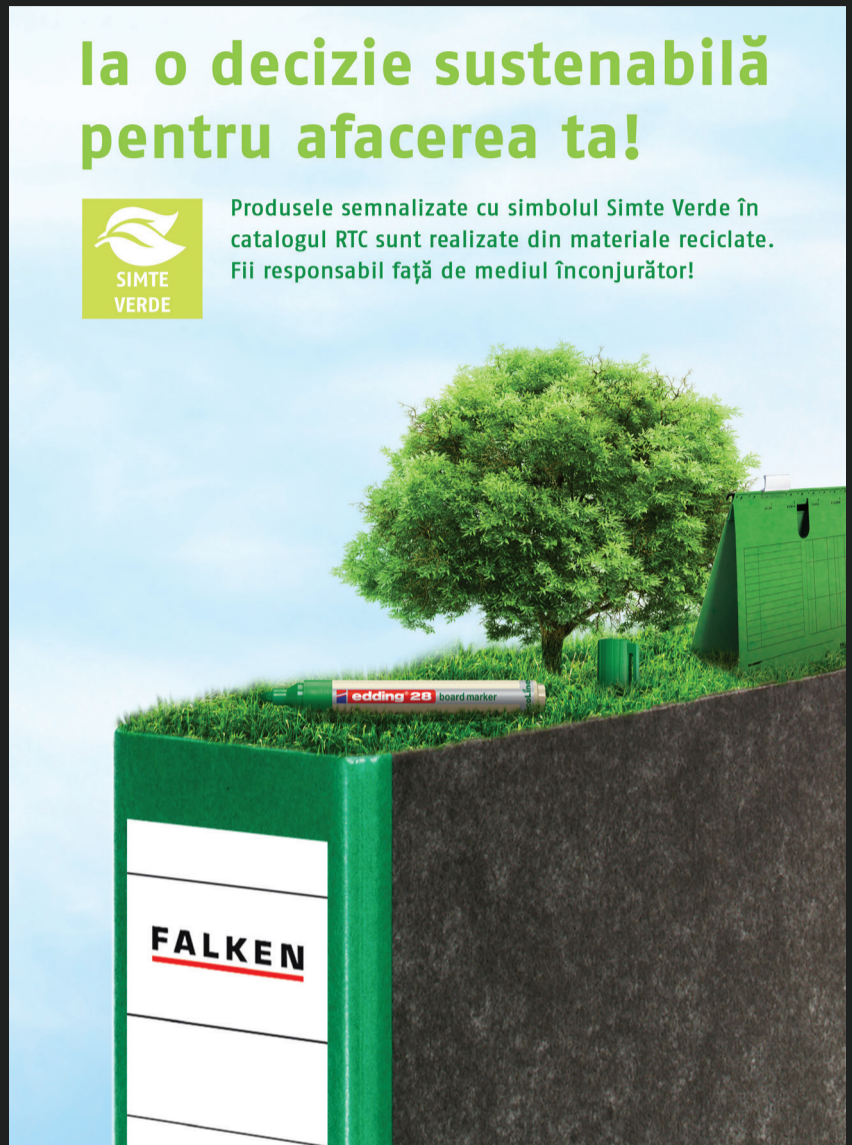
One such campaign is Simte Verde, (Feel Green) used to promote eco-friendly products in the office, and a eco-friendly attitude within the business community in general.

For this concept I used eco-friendly office product to create a camping atmosphere, this way underlining the importance of going back to nature, and protecting it.

## Ia o decizie sustenabilă pentru afacerea ta!



Produsele semnalizate cu simbolul Simte Verde în catalogul RTC sunt realizate din materiale reciclate. Fii responsabil față de mediul înconjurător!

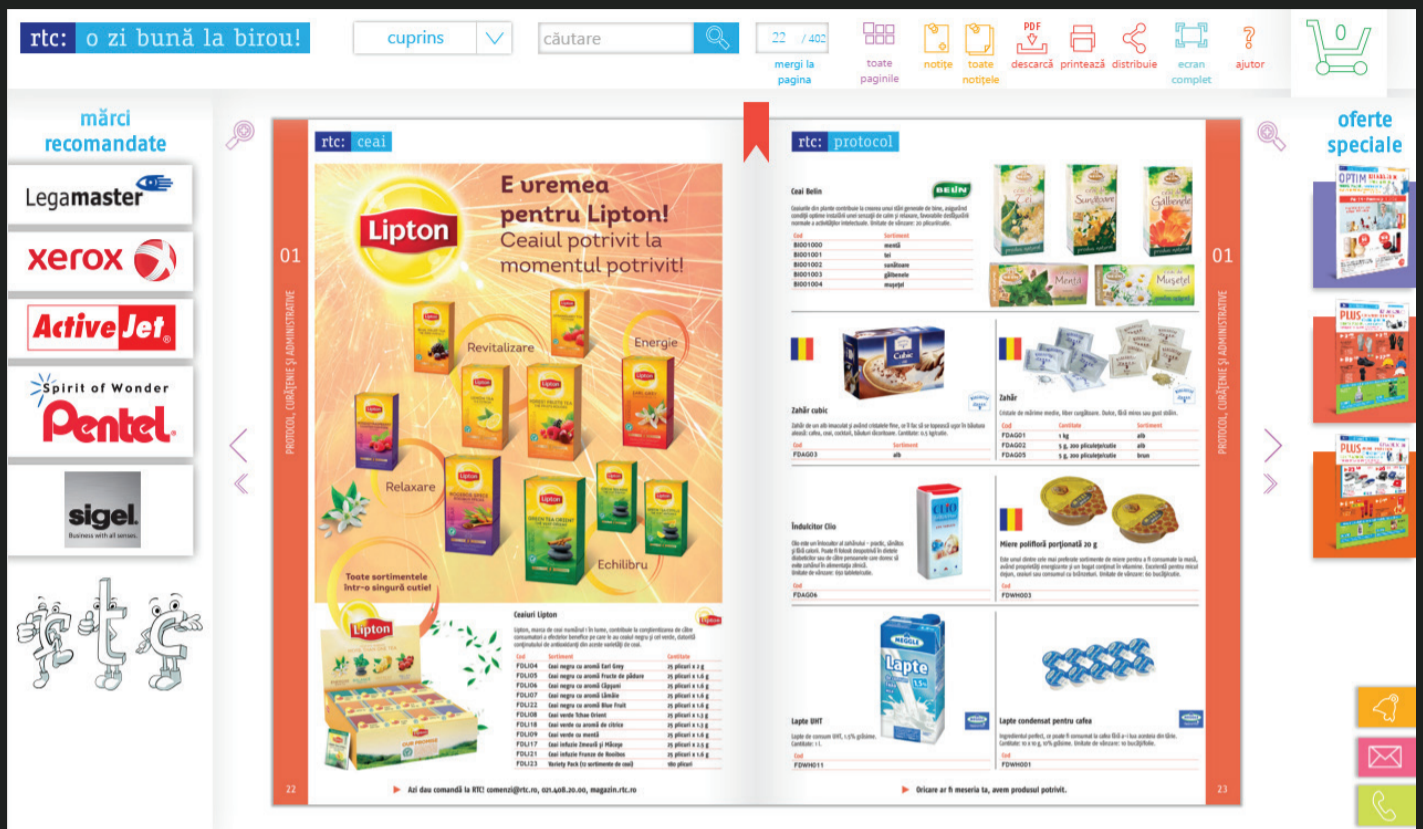


Another campaign was the custom prints campaign, used to promote RTC's custom forms printing service.

Most of the time the ones handling, using and purchasing forms are the office assistants, so I wanted to add a bit of feminine touch to the forms themselves.

What I particularly enjoyed about this artwork was playing with the 2D object - 3D plane dynamic.





At the beginning of 2016, RTC started a series of online presence initiatives, first of which was the online interactive version of the catalogue.

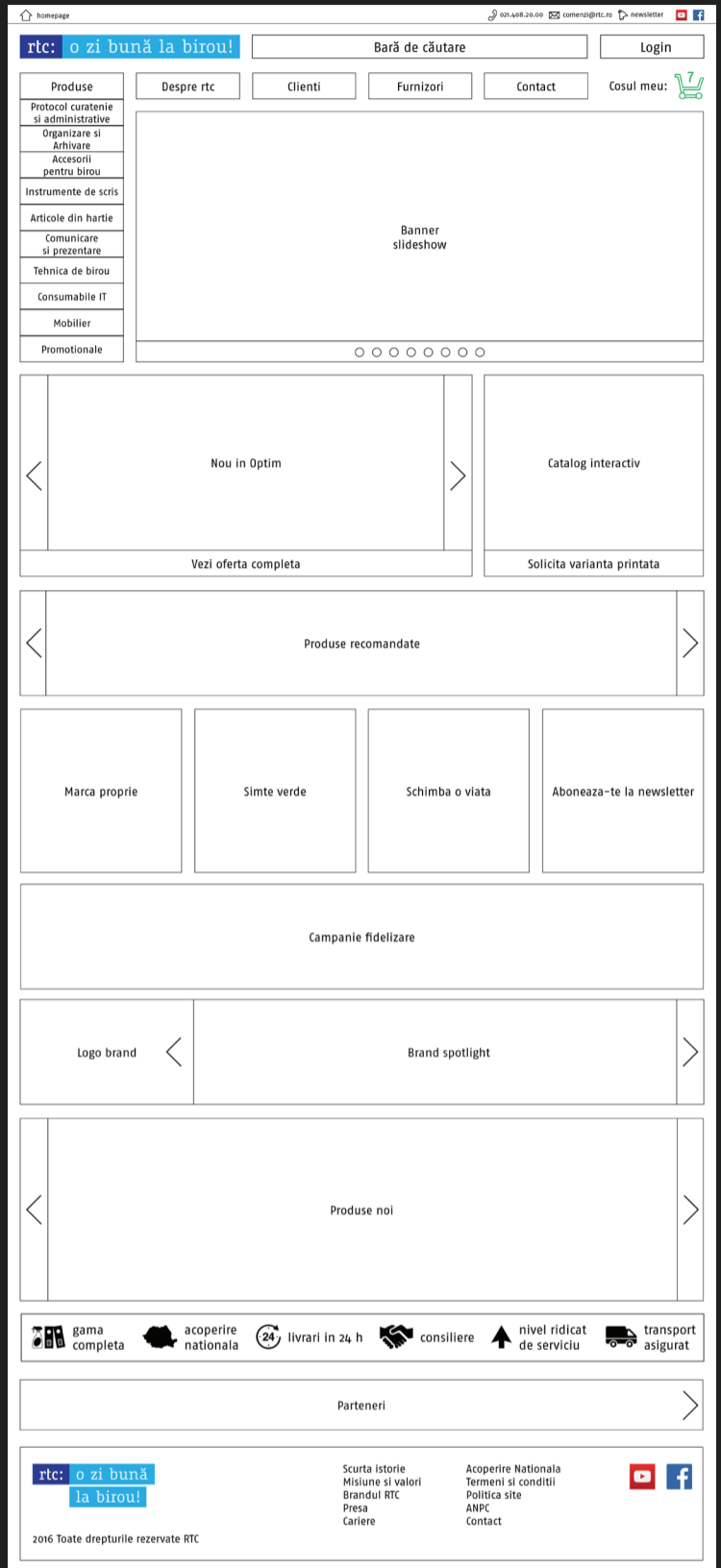
The interface was a simple solution, but a solution that needed care in handling.

When designing the icon sets I made sure to explore distinct visual styles so we could experiment with a wide range of options.



# Work

The other initiative was the website itself. A modern e-commerce platform that can handle RTC's wide range of products. Like most projects of this nature everything starts with a wireframe.



homepage 201.408.20.00 comenzi@rtc.ro newsletter

## rtc: o zi bună la birou!

Produse

Contul meu

Persoane de contact  
Catalog OEX  
Lista scurta produse  
Editare date cont  
Adresa de livrare  
Centre cost  
Continutul cosului  
Istoric comenzi  
Raportare  
Validarea comenzii  
Comanda pentru alta entitate  
Editeaza date entitati  
Adauga delegat  
Adauga entitate inferioara  
Log out

Home > Organizare si arhivare > Bibliorafuri

Sorteaza dupa: Produse pe pagina: 20 Mod de vizualizare

Cosul meu

<b>NOU</b> Disponibil la comanda speciala cod:XX00000000 2549 <sup>99</sup> lei	Disponibil in stoc cod:XX00000000 39 <sup>99</sup> lei	Disponibil in stoc cod:XX00000000 549 <sup>99</sup> lei	Disponibil in stoc cod:XX00000000 39 <sup>99</sup> lei
<a href="#">compara</a> <input type="checkbox"/> 5% discount	<a href="#">compara</a> <input type="checkbox"/>	<a href="#">compara</a> <input type="checkbox"/>	<a href="#">compara</a> <input type="checkbox"/>
<a href="#">ADAUGA IN COS</a>	<a href="#">ADAUGA IN COS</a>	<a href="#">ADAUGA IN COS</a>	<a href="#">ADAUGA IN COS</a>

Filtre

Brand  
 Leitz (20)  
 Falken (43)  
 Esselte (16)  
 RTC (5)

Culoare  
 Leitz (20)  
 Falken (43)  
 Esselte (16)  
 RTC (5)

Format  
 Leitz (20)  
 Falken (43)

Interior  
 Leitz (20)  
 Falken (43)

Exterior  
 Leitz (20)  
 Falken (43)

Grosime color  
 Leitz (20)  
 Falken (43)  
 Esselte (16)  
 RTC (5)

Buzunar eticheta  
 Leitz (20)  
 Falken (43)

Margini metalice  
 Leitz (20)  
 Falken (43)

1 2 3 4 5 ... 10 >

Top produse din categorie:

Biblioraf Falken Chromocolor, 80 mm, 600 coli	Marker Edding 300 varf rotund, testil, 1,5-3 mm	Caiet Lecolor Discovery PVC, 60 g/mp	Index autoadeziv Apli zig-zag, 4 culori, fluorescent, 12 x 45 mm 40 file/culoare

Istoricul tau de navigatie:

Bunete Scotch-Bite classic	File de protectie transparenta, cu fermoar, A4	Suport instrumente de scris, stabilizator Verticalor	Marker Paper Mate Sharpie, varf fin, 0,5 mm, varf gros 1 mm	Fotoliu Ergo II, piele ecologica	File de protectie transparenta, cu fermoar, A4

gama completa acoperire nationala livrari in 24/48 h consiliere nivel ridicat de serviciu transport asigurat

Lighton GUID E edding PARKER DONAU LeColor DURABLE

rtc: o zi bună la birou!

Scurta istorie  
Misiune si valori  
Brandul RTC  
Presa  
Cariera

Acoperire Nationala  
Termeni si conditii  
Politica site  
ANPC  
Contact

2016 Toate drepturile rezervate RTC

homepage 201.408.20.00 comenzi@rtc.ro newsletter

## rtc: o zi bună la birou!

Bară de căutare

Produse

Sorteaza dupa: Produse pe pagina: 20 Mod de vizualizare

Cosul meu

Home > Organizare si arhivare > Bibliorafuri

Persoana de contact

Catalog OEX  
Lista scurta produse  
Editare date cont  
Adresa de livrare  
Centre cost  
Continutul cosului  
Istoric comenzi  
Raportare  
Validarea comenzii  
Comanda pentru alta entitate  
Editeaza date entitati  
Adauga delegat  
Adauga entitate inferioara  
Log out

Titlu produs	Titlu produs	Titlu produs	Titlu produs
Stoc	Pret	Stoc	Pret
cod:XX00000000	UM	cod:XX00000000	UM
cantitate 1	cantitate 1	cantitate 1	cantitate 1
adauga in cos	adauga in cos	adauga in cos	adauga in cos
<a href="#">compara</a> <input checked="" type="checkbox"/>	<a href="#">compara</a> <input checked="" type="checkbox"/>	<a href="#">compara</a> <input checked="" type="checkbox"/>	<a href="#">compara</a> <input checked="" type="checkbox"/>

Filtre

Brand  
 Leitz (3)  
 Falken (45)  
 Esselte (20)  
 RTC (10)

Culoare  
 rosu (3)  
 negru (45)  
 verde (20)  
 albastru (10)

Format  
 A4 (3)  
 A3 (45)

Interior  
 carton (3)  
 PP (45)

Exterior  
 PP (3)  
 M (45)

Grosime color  
 50 mm (3)  
 51 mm (45)  
 52 mm (20)  
 53 mm (10)  
 54 mm (45)  
 55 mm (20)  
 56 mm (10)  
 80 mm (45)

Buzunar eticheta  
 Da (3)  
 Nu (45)

Margini metalice  
 Da (3)  
 Nu (45)

Titlu produs	Titlu produs	Titlu produs	Titlu produs
Stoc	Pret	Stoc	Pret
cod:XX00000000	UM	cod:XX00000000	UM
cantitate 1	cantitate 1	cantitate 1	cantitate 1
adauga in cos	adauga in cos	adauga in cos	adauga in cos
<a href="#">compara</a> <input checked="" type="checkbox"/>	<a href="#">compara</a> <input checked="" type="checkbox"/>	<a href="#">compara</a> <input checked="" type="checkbox"/>	<a href="#">compara</a> <input checked="" type="checkbox"/>

1 2 3 4 5 ... 10 >

Top produse din categorie

Istoricul tau de navigatie

gama completa acoperire nationala livrari in 24 h consiliere nivel ridicat de serviciu transport asigurat

Parteneri

rtc: o zi bună la birou!

Scurta istorie  
Misiune si valori  
Brandul RTC  
Presa  
Cariera

Acoperire Nationala  
Termeni si conditii  
Politica site  
ANPC  
Contact

2016 Toate drepturile rezervate RTC



The desktop page features a top navigation bar with the logo 'rtc: o zi bună la birou!' and a search bar. Below is a breadcrumb trail: 'Home > Organizare si arhivare > Bibliorafuri'. The main product area displays a large image of a blue binder, its name 'Biblioraft Falken Chromocolor, 80 mm, albastru', and a price of '2549<sup>99</sup> lei' with a '5% discount' badge. A 'NOU' (New) badge is also present. The 'Descriere' section contains a Latin-style placeholder text. A 'Specificatii' table lists details like 'Culoare: Rosu', 'Format: A4', and 'Grosime cotor: 80 mm'. Below the table is a 'Campanie fidelizare' badge for '10 puncte'. A 'Nu uita si de' section shows four related products with arrows for navigation. An 'Iti recomandam si' section follows. The 'Istoricul tau de navigatie' section is empty. A service bar at the bottom lists benefits like 'gama completa', 'acoperire nationala', 'livrari in 24/48 h', 'consiliere', 'nivel ridicat de serviciu', and 'transport asigurat'. The footer includes social media icons, a 'rtc: o zi bună la birou!' logo, and contact information.

The mobile page has a top navigation bar with the logo and a search bar. The breadcrumb trail is 'Home > Organizare si arhivare > Bibliorafuri'. The product image is a large square with an 'X' over it. The title 'Titlu produs Randul doi' is prominent, followed by the price 'Pret' and 'UM'. A 'Stoc' section shows 'cantitate 1' and 'adauga in cos'. A 'Descriere' section with placeholder text is below. The 'Specificatii' table is also present. A 'Nu uita si de' section shows three related products. The 'Iti recomandam si' section follows. The 'Istoricul tau de navigatie' section is empty. A service bar at the bottom lists the same benefits as the desktop version. The footer includes social media icons, the logo, and contact information.

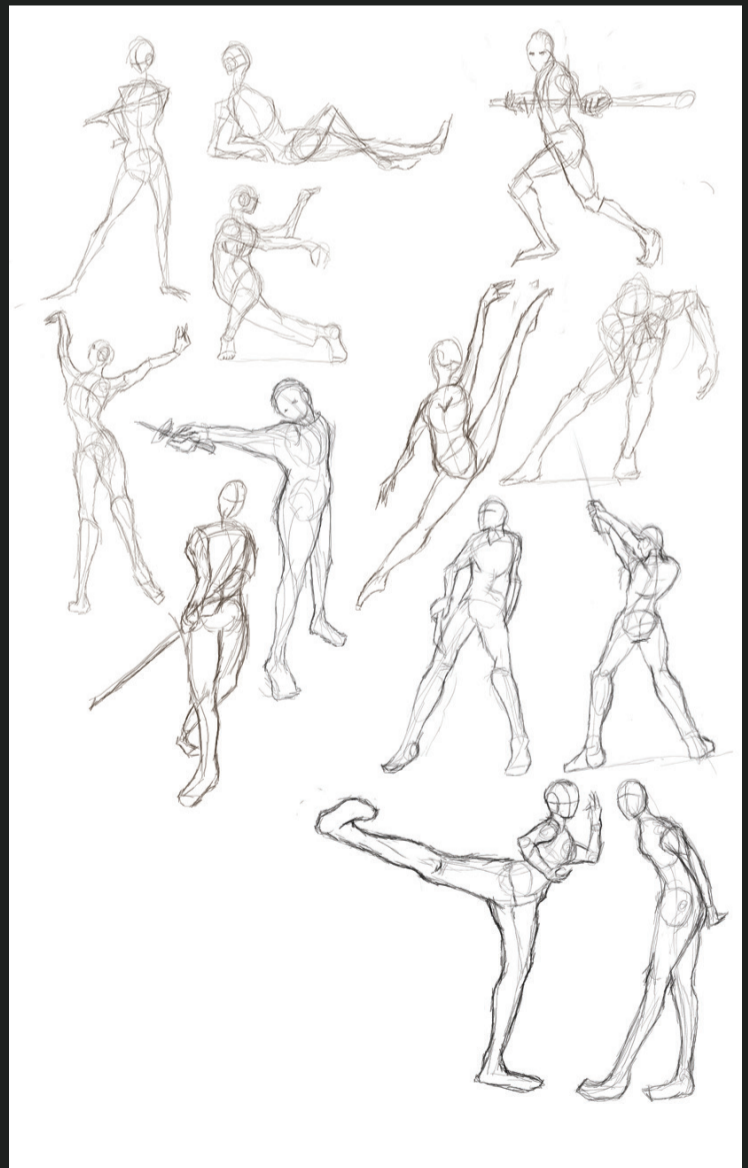
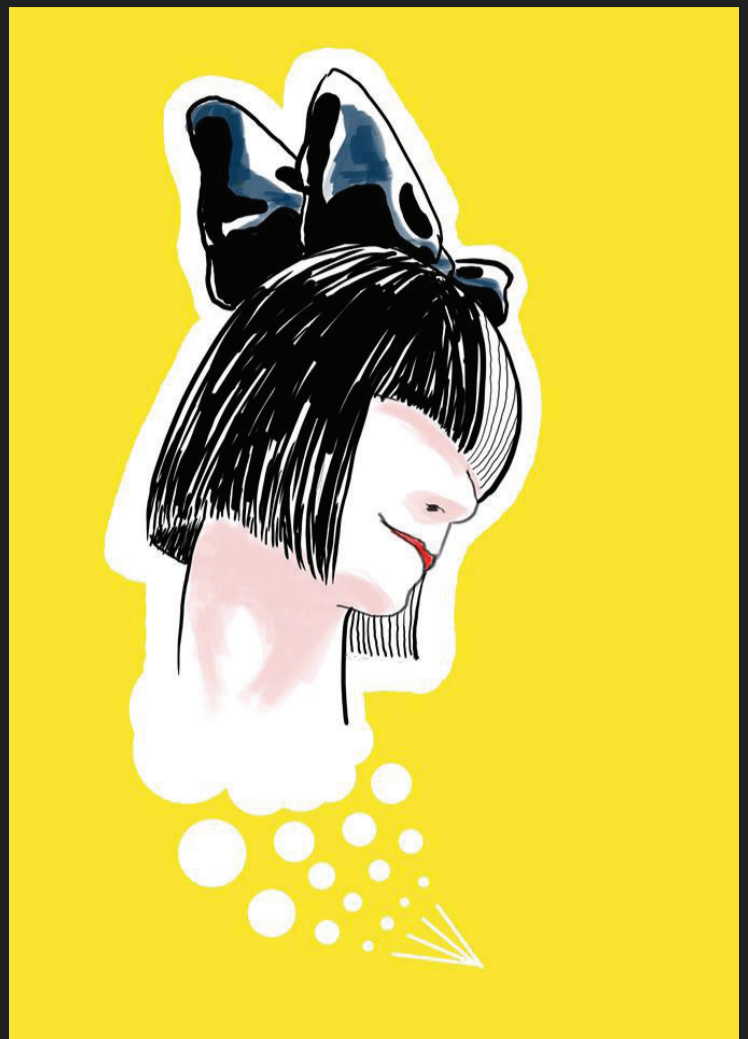
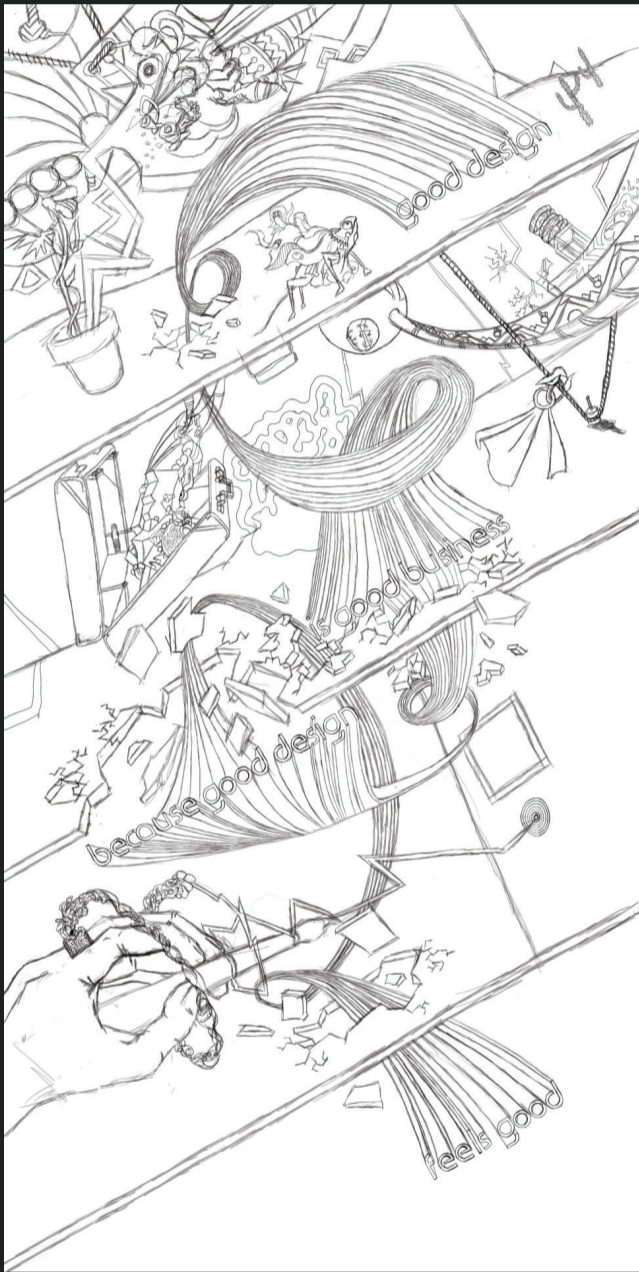
Designing and working with complex platforms such as e-commerce is a very interesting experience, because it forces you to design with aspects of functionality and UX in mind that not even standard web design can prepare you for.

Since we had a strong foundation, everything went along smoothly, including maintainance efforts and optimizations.

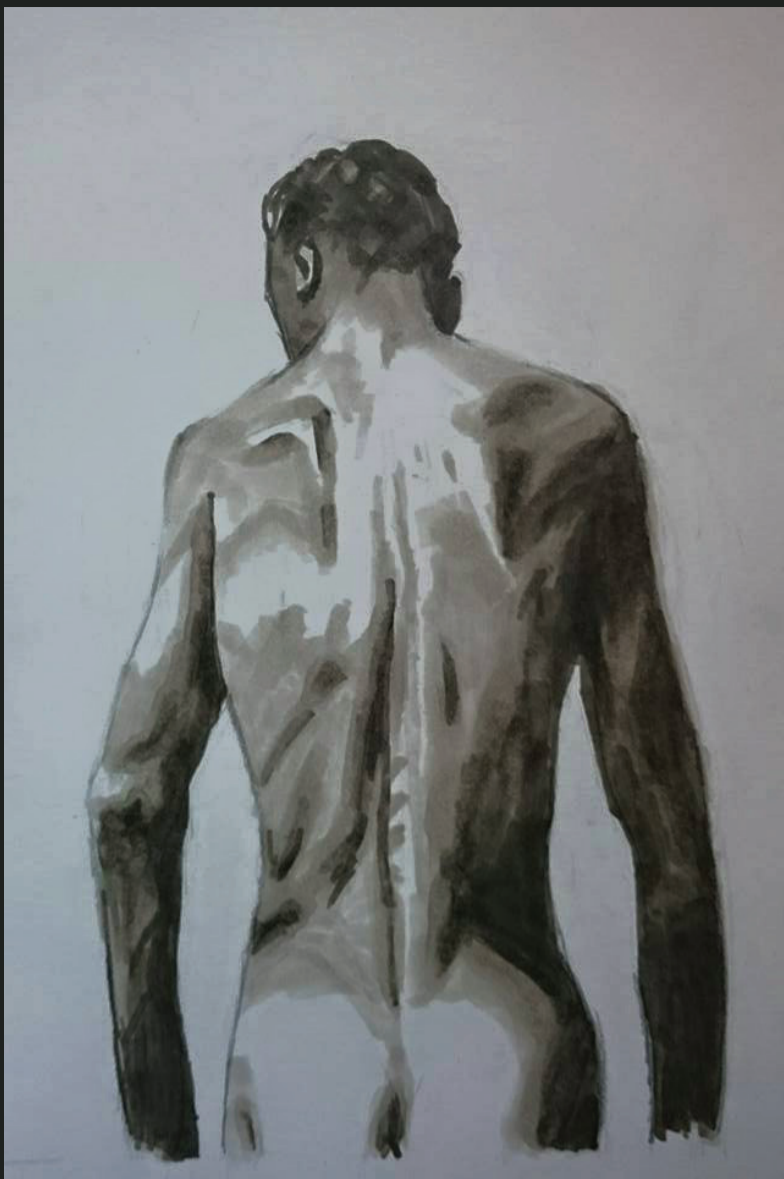
The mobile navigation menu is a vertical list of items. At the top is the logo 'rtc: o zi bună la birou!'. Below it are 'Produse', 'Cautare', and 'Login'. A 'Banner slideshow' section has left and right arrows and a row of seven dots. Below that is 'Vizualizeaza Catalogul', followed by 'Solicita varianta printata'. A 'Nou in Optim' section has left and right arrows and the text 'Vezi oferta completa'. Below that is 'Campanie fidelizare' and finally 'Varianta Desktop'.

# Creative space

For me it's always important to work outside work. It gives me an outlet for visual experiments and creativity. I pride myself in being a good designer at work, but once that's over, it's time to let the artist out.



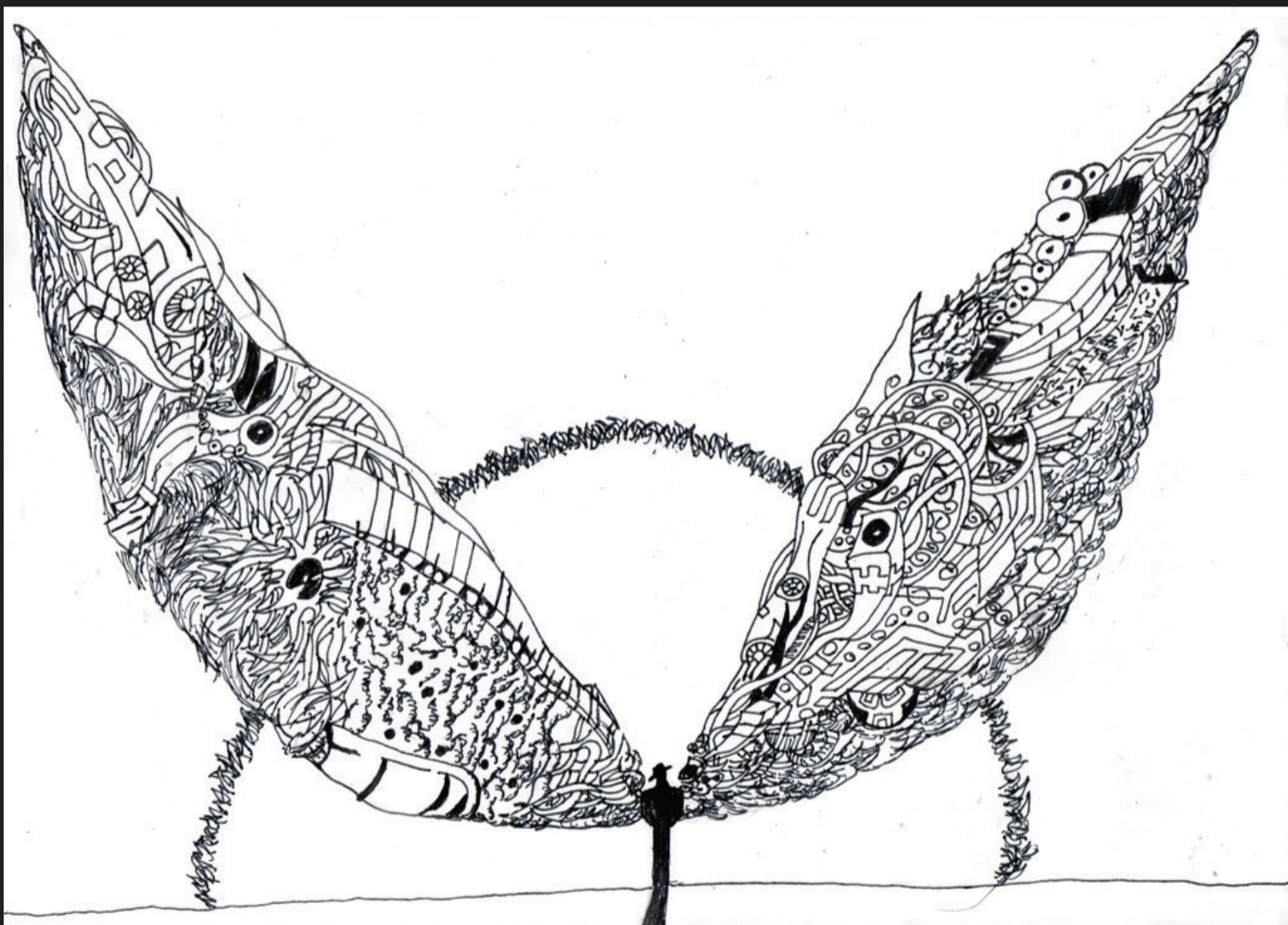




I was never one to shy away from traditional or digital drawing and/or painting. I think both mediums have advantages and disadvantages, and the only way you can truly experience artistic expression in drawing is to do them both.







For me it's always been about being invested in what I do. Being passionate for the craft not the task. Respecting design, loving art and exploring new ideas.





## I started as just another human,

Then became so much  
more

2005-2009 Freelance Graphic Designer

2009-2010 Lead Designer - Sekai Magazine

2008-2011 Faculty of Communication & PR - Bachelor's Degree in online communication - SNSPA

2010-2011 Art Director - Saatchi & Saatchi

2010-2011 Freelance Graphic Designer - Solnet Design

2011-2013 Master's Degree in Advertising - SNSPA

2011-2012 Web & Interface Designer - DSmart Technologies

2012-2012 Freelance Project Manager - D&D Research

2013-2013 Freelance Art Director - Solnet Design

2013-2013 Content Writer - Photoshop Romania

2012-currently Graphic Designer/Illustrator - RTC

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GOSS  
MINN  
PALADE