

# ANA-MARIA GRIGORESCU

## Senior Graphic Designer

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## ABOUT ME

I am a creative, driven and collaborative senior graphic designer with over a decade of professional experience. I'm very passionate about design for both web and print and also understand customer demographic to help drive a profitable design solution. My experiences range from designing modern websites, branding, marketing campaigns, product packaging and advertising. I have knowledge in delivering designs based on market analysis or research, agile/scrum or waterfall methodologies, iterative design processes. I am self-motivated, highly organized and able to work on multiple projects simultaneously.

## WORK EXPERIENCE

### Perfect Blend, LLC – Senior Graphic Designer

*September 2005 – Current*

#### Key Responsibilities:

- Supported the business by conceptualizing, designing, and executing innovative creative solutions for marketing and advertising from concept through completion
- Designed (both web and print) product packaging, marketing brochures, flyers, product labels, promotional materials, magazine ads, posters, publications, annual reports, whitepapers, newsletters, PowerPoint presentations, infographics, illustrations, iconography, business cards, trade show displays, signs, postcards, video demos, Flash animations, brand identity, logos, photo editing...etc
- Extensive experience in articulating clear and actionable creative brief, identifying desired brand attributes, understanding research and their context of use
- Designed and maintained several corporate websites
- Managed all social media accounts for company
- Responsible for keeping all product labels current with states compliance
- Art directed all printed collateral materials and established brand guidelines
- Partnered with marketing, package suppliers and vendors to assure quality
- Worked with contract designers and participated in the hiring process
- Created data visualization reports for investors and partners

#### Skills Acquired:

- Initiated and completed projects with accuracy and strong attention to detail
- Have worked with multiple design projects for array of international clients
- Worked independently with limited direction on many projects also with ability to work collaboratively in multi-disciplinary & distributed team environment
- Initiated projects and drove them to completion
- Effectively prioritized projects aligning with business goals and objectives
- Conform to shifting priorities, demands and timelines through analytical and problem-solving capabilities
- Promoted and recognized by executive team

## **Aquanti Media – Creative Director**

*1999 – Current*

At Aquanti, I provide visual direction for numerous projects (large and small). I have produced creative materials for companies in the technology, entertainment, government and financial sectors including firms like: SeeWhy, Nexius, MSBC, Action Engine, Universal Music, AOL and VH1. From branding and collateral materials to complex website and product designs. I've also been in charge of the visual direction for a few mobile and rich client applications. Worked with different functional groups (dev and test) to ensure quality. Participated a various world class tradeshow like CES and Mobile World Congress. Designed our client booth and tradeshow displays. Also conceptualized and designed the creative visual materials to quickly assist sales teams in delivering interactive presentations and proof-of-concept materials.

### **Key Responsibilities:**

- Mastered composition techniques (multiple elements and interactive pieces) in producing polished final pieces comprehensive computer photo-retouching and image development skills.
- Understand color theory and color relationships, typography, perspective and space relationships, page composition and grid structures, print production process, photography
- Created visual product and brand styleguides
- Provide effective direction at photo shoots
- Manage offshore vendor deliverables
- Created iconography
- Map out strategic and creative direction of the advertising campaign for clients
- Also interpret a client's vision and make it a tangible and deliverable product
- Participate in all phases of product design (wireframes, mock-ups, redlines)
- Plan and implement budgets to ensure both quality and efficiency, and establish schedules on short and long-term projects
- Advise client on all technical visual recommendations and/or issues
- Help facilitate both the input and creative meetings
- Presented ideas and concepts to clients
- Provide detailed direction to designers

## **AREA OF EXPERTISE**

Oral communication with extensive use of computer experiences and effective in written. PC & MAC: **Photoshop, Illustrator, InDesign, Acrobat, Dreamweaver**, basic **Flash**, basic **HTML**, basic **CSS**, **PowerPoint, Excel, Word, OneNote**, Knowledge in 4 color printing, **Balsamiq** wireframing. I am fluent in Romanian.

## **EDUCATION**

### **Bellevue College**

*Fine Arts Degree (1999 – 2002)*

### **Art Institute of Seattle**

*Advanced: Photoshop, Flash and Web Developing Certificate (2002 – 2003)*