

## *Curriculum vitae*

### **Caraman Gabriel-Virgiliu**

Since 26th of September, 1982

#### **Contact**

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Personal **blog**: <https://www.facebook.com/SheepEatGrassCoolhunting/>

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#### **Studies**

2001-2005 - I graduated **Design** at **Facultatea de arte plastice și decorative** of **West University in Timișoara**

2020 - **Google UX Design** on Coursera

#### **Skills**

**Art Director/Multimedia Designer/UX Designer/Desktop Publisher (DTP)/Coolhunter**: Gained comprehensive knowledge of advertising principles through hands-on experience with a wide range of projects, from logo design to advertising campaigns.

**Proficient in Adobe Creative Suite Apps and Other Design Software**: Developed proficiency in various design software applications through work as an Art Director and DTP in agencies based in Bucharest and as a freelancer.

**Familiarity with Contemporary Art Scene and Popular Trends**: Regularly source materials from the contemporary art scene and popular trends for projects. Maintain a personal blog dedicated to coolhunting: [SheepEatGrassCoolhunting].

**UX Oriented and Human-Centered Design**: Prioritize user experience and human-centered design principles in all projects.

#### **Professional experience**

**2002-2005** - BestProgram Architect's office - Designer (3D Studio Max, Adobe Photoshop) - 3D modelling

**2005-2011** - SMart Advertising rebranded în 2009 as Elements Advertising - Art director, DTP (Adobe Creative Suite) - Clients: Raiffeisen Banca pentru Locuințe, Unicredit Țiriac Leasing, Eximbank, Cofidis, Colliers Retail România, Registrul Auto Român, Federația Româna de Fotbal, Organizația Națională pentru Tineret România, Autoritatea Națională pentru Turism România, Vodafone Events, Romtelecom, Kanal D, Societatea de avocați Ciurtin Brașoveanu și Asociații, Cristi Pascu hairstyle salons, Elements Herăstrău club, Collage restaurant, Quattro Stagioni restaurant, etc.

**2012-2013** - Editura Litera - Designer (Adobe Illustrator) - Educational Software Graphics for SIVECO

**2014-2015** - Stirile ProTV - Vfx editor/Designer (Viz Rt) - Vfx for Stirile ProTV de la ora 19:00

**2015-2016** - Adevarul Holding - DTP/Designer (Adobe Indesign) - Ciao! și Spy Magazines

**2016-2020** - Various agencies such as Shake Advertising (GlaxoSmithKline Pharma România), Smite Advertising (City Grill Group, Castrol România), Bell Advertising (Vivo Mall Group, The Hive Business Space România), The Ad Store (Berlin-Chemie Pharma), Bucharest Tech Hub (Unilever Food Solutions România, L'oreal România), etc. - Art Director/DTP

**2010 to present days (in parallel with other jobs)** - Freelance project based Art director, Designer, DTP, Coolhunter - Clients: Servier Pharma România, Banca Comercială Română, Immofinanz Group România, Sarantis Group România, Castrol România, City Grill Group, Uniunea Compozitorilor și Muzicologilor din

România, Camera de Comerț și Industrie România-Japonia, EuroDiet România, onestop.ro online shop, Societatea de avocați Bohălțeanu și Asociații, Eutax servicii financiare, Ersă atelier vestimentar, Modulab art and technology laboratory, Gambino's pizza delivery, Zuccherò restaurant, Zygo carotări diamantate, etc.

**Advertising pitch (opportunities won)**

**2007** - As Art director in the SMArt team - **Rebranding** Autoritatea Națională pentru Turism

**2009** - As the only Art director in the Elements team - **Promoting** EximBank România

**2013** - As **freelance** Art director - DTP, Graphic design & **Account Management** for Servier Pharma România

Languages: Română, English

Hobbys: New technologies (L.L.M., C.R.I.S.P.R.), personal improvement, cultural differences