

# cătălin ştefan

graphic&web designer

## Personal info:

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## My core capabilities:

Website concept and layout  
Front End Development  
Flash banners, 3D animation and website  
Identity & print  
DTP and Pre-press

## Senior Web and Graphic Designer

**Almo Technologies** - Canada

Present

## Web and Graphic Designer

**INSIGHTU** - Canada

2006 – 2009

## Senior Web and Graphic Designer

**Abbottsfield** - Romania

2000 – 2006

## Senior Web and Graphic Designer

**Graphis Adv** - Romania

1999 – 2000

## EXPERIENCE SUMMARY

Professional graphic artist offering innovative design concepts across diverse mediums. Focussed on work, ethic and positive. Strong team orientation ensures interdepartmental co-ordination to support organizational objectives. Ability to relate to people at any level of business and management. Talented in understanding and interpreting client needs to "win" accounts. Motivated, learns quickly and adapts to new environments. Core competencies include:

Web Design

Logos

Print

Publishing-DTP

Packaging

Illustrations

3D Print

Magazine

## TECHNOLOGY

PC and MAC

Illustrator /CS3-4

Dreamweaver /CS3-4

Painter IX

Photoshop /CS3-4

ImageReady /CS2

Flash /CS3-4

Hand drawing

InDesign /CS3-4

HTML/XHTML/CSS

## HIGHLIGHTS

- Artistic ability – ability to produce creative, eye-catching graphic designs and artwork.
- Client relations – maintained customer-focus throughout development to ensure final product met and exceeded client expectations.
- Project management – worked with client to develop product specifications, develop budget, and establish completion date.  
Implemented high-quality artwork and graphic designs that met specifications, budget, and time line requirements.
- Innovative approach – assessed industry trends, market needs and technological improvements to invent new products or methods to create stimulating art.
- Provided designs of all kinds to the small office sector, where big business ideas are constrained by limited budgets
- Created magazine's pilot design, the colour fingerprint, design identification for the magazine.
- Designed eye-catching concept for company's advertising materials

## PROFESSIONAL ACCOMPLISHMENTS

- Developed the design and DTP for a product catalogue of "TOFAN GROUP" and followed up during print stage to increase sales
- Created calendars, greeting cards and other marketing products for Corporate and Mergers & Acquisitions Romania
- Coordinated, designed and supervised, brochures and sales materials for Off-side Group Romania
- Created brochures flyers and product catalogues for companies such us: STORAENSO, INTERNATIONAL PAPER, inside ABBOTTSFIELD



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## EMPLOYMENT HISTORY

### Senior Web and Graphic Designer Abbottsfield Ind. Training

2000 – 2006

## ACCOMPLISHMENTS

- Implemented technical drafts of CBT's to develop user friendly interfaces
- Generated technical drafts for storyboards and technical documentation for training manuals
- Developed 2D and 3D animations based on clients' specifications for CBT's and e-learning courses
- Created industrial training environment modules for companies such us: STORAENSO, INTERNATIONAL PAPER
- Developed software interfaces to maximize the learning process for industrial training environment (EnviroMill and Skills Now)

### Senior Web and Graphic Designer E-learning implementation system specialist INSIGHTU INC.

2006 – 2009

- Designed and developed e-learning courses to maximize associates selling skills for retail industries in Canada such us Staples, The Brick, Sears, Panasonic
- Designed and implement solutions with flash-based applications (CMS)
- Implementing courses into a large e-learning platforms (LE) for each client

### 3D Animation Designer E-learning implementation system specialist Cranial Expansion

2009

- Developed 3D models and animations for defensive driving courses as a part of a Learning Environment for truck drivers in Ontario
- Implemented new type of courses which contain web based audio files to optimize learning process

## RELEVANT SKILLS

- Understand, assess, and propose solutions for resolving customer questions and issues
- Artistic ability – ability to produce creative, eye-catching graphic designs and artwork.
  
- Implemented high-quality artwork and graphic designs that met specifications, budget, and time line requirements.
  
- Project management – worked with client to develop product specifications, develop budget, and establish completion date.
- Innovative approach – assessed industry trends, market needs and technological improvements to invent new products or methods to create stimulating art.

