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personal portfolio
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SUMMARY OF SKILLS

8 years of extensive experience in ::

web architecture / information architecture / wireframes / visual flow ■
user interface design / interactivity ■ web-based applications ■ content related applications ■
multimedia ■ video editing ■ sound editing ■

15 years of excellent experience in high & medium level management and hands-on positions in ::

art directing / visual communication / graphic design ■ visual strategy / marketing /
advertising ■

extensive exposure to a large variety of client fields: corporate, government, retail,
manufacturing, finance, education / e-learning, marketing / advertising, publishing,
printing, broadcasting

excellent communication and problem solving skills, efficiently working either individually
or as part of a team, dedicated and hardworking, able to meet tight deadlines

broad experience in working with software specialists and analysts teams

languages: English, French, Romanian, German

technical skills

- Adobe Creative Suite 2 / Adobe Photoshop/ImageReady CS2 / Adobe Illustrator CS2 /
Adobe InDesign CS2 / Macromedia Freehand (.9) / Corel Draw (.8) ■
- Macromedia Fireworks(.MX) ■
- HTML / JavaScript / CSS :: Dreamweaver (UltraDev, .MX) / Homesite / Dinamo / XML ■ DOM ■
- Visual Studio.net. ■
- ASP, ASP .NET ■
- Macromedia Flash (.MX 2004) / Macromedia Director (.MX 2004) / Lingo ■
- 3D StudioMax (R3 : R5) ■
- Adobe After Effects (.5.5) / Adobe Premiere (.6) / Alias Composer ■
- Quark XPress (.6) / Adobe Publisher ■
- Sound Forge / SoundEdit / ACID ■

EXPERIENCE

Feb 2004 - present :: Graphic Designer / Web / New Media Developer at [Aquent Partners](#),
Toronto, ON

- web architecture + interface development / graphic design for [Region of Peel](#) external websites and internal websites (Pathways intranet)
 - web architecture based on visual marketing / visual strategy criteria + web interfaces design according to requirements and standards based on customer requirements' understanding, using techniques reflecting usability theory and concepts related to creating visual flow;
 - interface development / graphic design for web-based applications targeting at a non-technical consumer group - designed to make complex tasks simple for the ordinary user;
 - design, development, documentation and testing of applications to meet system design criteria;
 - sistematic maintenance and continuous enhancement of existing social and public work, business and content related applications.
- // Visio / Dreamweaver / Adobe InDesign CS2 / Access

// Visual Studio.net
// HTML / CSS 2 / JavaScript / DHTML / ActionScript
// Adobe Photoshop / Illustrator / Macromedia Flash / Fireworks

Feb 2003 - Feb 2004

✦ Multimedia Designer at **ROXIO Inc.** , Richmond Hill, ON

- ✦ working closely with usability team members and other visual communication specialists to build storyboards, proof-of-concept mockups, demos and prototypes of applications;
- ✦ development of customizable XML encoded DVD menus/interfaces and websites | architecture based on user flow research :: use cases;
- ✦ video editing + XML encoding for customizable pre-encoded video templates;
- ✦ sound editing;
- ✦ architecture / user flow + development / graphic design targeting home users (Media Creator 7), a non-technical consumer category :: bringing the performances and complexity of professional multimedia applications to a comfortable level of approach for non-technical consumers;
- ✦ workflow architecture.
- ✦ *multilingual applications (knowledge of English, French, German)

// XML / ActionScript / Lingo
// Visio / Dreamweaver / HTML / CSS 2 / JavaScript / DHTML
// Adobe Photoshop / Illustrator / Macromedia Flash / Fireworks
// Adobe AfterEffects / Adobe Premiere
// Macromedia Director
// 3D Studio Max
// SoundForge

Jan 2002 - Feb 2003

✦ Graphic Designer / Web / New Media Developer at **Aquent Partners**, Toronto, ON

- ✦ definition/design of user interface design standards + web architecture for Weston / Loblaw applications;
- ✦ controlling ease-of-use visual communication/design criteria in the context of an integrated and consistent look and feel visual marketing strategy;
- ✦ 'applied creativity' :: translating requirements into design within the limits of standards;
- ✦ web architecture / structural strategy :: creating user interface designs as wireframes or as full interface design diagrams;
- ✦ web interfaces development.

// Visio / Dreamweaver / Visual Studio.net /
// HTML / CSS 2 / JavaScript / DOM / DHTML / ActionScript
// Adobe Photoshop / Illustrator / Macromedia Flash / Fireworks

Oct 2001 - Jan 2002

✦ New Media Designer at Centre for Education and Training, Mississauga, ON

- ✦ architecture & design of user interface for e-learning applications targeting non-technical users :: children of different range of age;
- ✦ building / using storyboards, wireframes, full interface design diagrams, proof-of-concept mockups, demos and prototypes of applications based on use cases and testing the user flow in immediate contact / collaboration with the user;
- ✦ creating a friendly and efficient ease-of-use visual environment/interface for educational applications, meeting educational, as well as visual-communicational criteria;
- ✦ interfaces development;
- ✦ sound editing.
- ✦ *multilingual web applications (knowledge of English, French, German)

// Visio / Dreamweaver / Visual Studio.net /
// HTML / CSS 2 / JavaScript / Java / ActionScript
// Adobe Photoshop / Illustrator / Macromedia Flash

// 3D Studio Max
// SoundForge

Sept - Oct 2001

✦ Graphic Designer / Web / New Media Developer at [Aquent Partners](#), Toronto, ON

- ✦ architecture, art direction / graphic design, interactive design + development of CD-ROM and web-based applications for Foresight, Toronto;
- ✦ visual concepts / strategy for visual corporate identities and corporate interactive presentations;
- ✦ building / using storyboards, wireframes, interface design diagrams, concept and application prototypes;
- ✦ creating a friendly and efficient ease-of-use visual / audio environment/interface able to successfully launch on the market a business/corporate identity;

// Visio / Macromedia Director
// HTML / CSS 2 / JavaScript / Java / Lingo / ActionScript
// Adobe Photoshop / Illustrator / Macromedia Flash
// SoundForge

May 2001 - Sept 2001

✦ New Media / Web Developer at [Image Place](#) / [AVA Multimedia](#), Toronto, ON

- ✦ art direction, architecture, interactive design + development of web-based and CD-ROM based applications;
- ✦ build / using storyboards, wireframes, full interface design diagrams, prototypes of applications based on use cases and testing the user flow in successive development stages, in immediate contact / collaboration with the user;
- ✦ creating a friendly and efficient ease-of-use visual / audio environment/interface for presenting, exposing and launching on the market business concepts and corporate identities;
- ✦ interface development / video + audio editing.

// Macromedia Director /
// SoundForge / SoundEdit
// Dreamweaver
// HTML / CSS 2 / JavaScript / Java / Lingo / ActionScript
// Adobe Photoshop / Illustrator / Macromedia Flash
// Macromedia Freehand

Sept 2000 - May 2001

✦ Graphic Designer / Web / New Media Developer at [Aquent Partners](#), Toronto, ON

- ✦ art direction, architecture & design of user interface for corporate websites / identities and e-learning applications / tutorials for iSchool Canada;
- ✦ building / using storyboards, wireframes, full interface design diagrams, proof-of-concept mockups, demos and prototypes of applications in collaboration with use cases (educators) and business analysts teams and testing the user flow in immediate contact / collaboration with the user :: children in different categories of age;
- ✦ conducting ongoing research of web-based user interface development best practices;
- ✦ creating a friendly and efficient ease-of-use visual environment/interface for educational applications :: customizable interfaces :: meeting educational, as well as visual-communicational criteria;
- ✦ creating and sustaining an efficient and flexible inter-team workflow through structured and organized manner, with attention to code re-use and streamlining, using editing standards in collaboration with programmers, content editors and other professionals;
- ✦ interfaces development;
- ✦ sound + interactive media editing.

	<ul style="list-style-type: none"> » *multilingual web applications (proficient in English, French, German) // Dreamweaver / Dinamo // HTML / CSS / JavaScript / Java / ActionScript // Adobe Photoshop / Illustrator / Macromedia Flash // 3D Studio Max // SoundForge
May 1999 - Sept 2000	» Web Designer at Conflux Network Solutions, Richmond Hill, ON
Mar - Apr 1999	» Graphic Designer at Rebellion.com , Toronto, ON
1997 - 1999	» Art Director of 'ProCinema' and 'Scena' magazines, Bucharest, Romania
1994 - 1997	» Art Director at Young&Rubicam Advertising Agency, Bucharest, Romania
1991 - 1994	» Graphic Designer at Graffiti/BBDO Advertising Agency, Bucharest, Romania

+ **January 2002 - July 2004 :: taught Art Directing and Web Design at Ontario College of Art & Design, Toronto, ON**

- » » VISUAL COMMUNICATION » » art direction, architecture & design of user interface for corporate websites / identities ■
- » » VISUAL / ARCHITECTURAL STRATEGY » » building / using storyboards, wireframes, full interface design diagrams, proof-of-concept mockups, demos and prototypes of applications based on use cases from analyst teams and testing/ analysing the user flow in immediate contact / collaboration with the user or different mediums of testing ■ working with best practices in information Architecture and User Interface design ■ // elements of information architecture and interaction design :: the ability to visualize and design simple but compelling user experiences ■
- » » PROTOTYPING » » // the concept of prototyping ■ // rapid prototyping using Flash, Photoshop, Illustrator, and HTML
- » » INTERACTIVITY » » understanding interactivity as a dynamic visual communication language ■ STATIC visual communication vs. DYNAMIC visual communication
- » » WEB EDITING » » // HTML / CSS / JavaScript / ■ // Dreamweaver / Macromedia Flash / Macromedia Fireworks / Photoshop / ■ // web pages editing using HTML / CSS / Javascript + server-side scripting/ ■ // understanding the optimization / streaming concept: *.psd, *.ai, *.eps, *.fla formats vs. *.jpg, *.gif, *.png, *.swf / ■ // launching / publishing / testing :: understanding of cross-browser/platform issues, browser compatibility issues, development tradeoffs between speed, design, flexibility, and the underlying page architecture ■ // usability and coding practices for accessibility :: how to maximize code reuse ■ // coding easily skin-able pages ■

■ EDUCATION

University of Fine Arts (graphics) - Bucharest, Romania
(Master of Fine Arts degree)

■ Other courses:

Young&Rubicam Advertising - Bucharest, Romania
O C A D (Ontario College of Art and Design) - Toronto, ON ::
+ Integrated Media and Communication
+ Digital Distribution and Web Design
+ Graphic Design and Multimedia for Web

■ ACCOMPLISHMENTS

- + video/multimedia design/XML + print design for ROXIO's EASY MEDIA CREATOR 7 : video templates for StoryBuilder/Videowave, video/XML editing + features for DVD Builder (DVD menus), print design for PhotoSuite and LabelCreator
- + web architecture + web design for the Style Guide website of George Weston Limited
- + web design / development for George Weston, Loblaw Group of Companies, Neilson, Stroehmann, Weston Bakeries websites
- + design of interactive interface for educational and training programs online and on CD-Rom support (Centre for Education and Training, Core Learning - Toronto, ON)
- + art direction / graphic design / production for interactive presentation CD Rom of Tristar Plastics
- + art direction / graphic design / production for Millenium Biologix website
- + design / production for Shelley website and production for HR Technologies website and Iron Master Decor website
- + new media and web development for iSchool Canada Program
- + art direction, web design and development for Propeller Gallery website
- + design of websites and desktop publishing for Aquent Partners' clients: Vickers&Benson, Fusion Creative, iGroup
- + design of websites for Vickers&Benson clients (Bank of Montreal, Purina, Kids Help Phone) and Fusion Creative, assignments from Aquent Partners
- + design of websites and desktop publishing for Conflux Network Solutions' clients: IceRinx, Progress Packaging (Shockwave version), Blue Nile Jewellery, Sparks Dental, Canadian Credit Corporation, Drabinsky Art Gallery
- + graphic design for Aquent Partners' clients : CGI, Last Flight Out, Medicine Canada, Science and Medicine Canada (Aquent Partners' clients)
- + graphic design of the Living Arts Centre Mississauga Newsletter
- + design of corporate image and website graphics for Rebellion.com and Rebelstore

URLs

- :: personal portfolio > www.nediwww.com
- :: Millenium Biologix > www.millenium-biologix.com
- :: Don't Drive High > www.dontdrivehigh.ca
- :: PAIDS > paids.ca
- :: Peel Region :: GIS Mapping > www.peelregion.ca/gis/home1.htm
- :: Peel Region :: Data Center > www.peelregion.ca/planning/pdc/
- :: Peel Region :: Water Story > www.peelregion.ca/pw/waterstory/login.htm [login :: "h2o"]
- :: Peel Region :: Sun Safety > www.peelregion.ca/health/getcovered/
- :: Visilogic Systems > www.visilogic.com
- :: Kreater > www.kreater.com
- :: Creative Transition Resources > www.ctr.ca
- :: George Weston > www.weston.ca/en/abt_corprof.html
- :: Loblaw Group of Companies > www.loblaw.com
- :: Weston Bakeries > www.weston.ca/gwb/index.html
- :: Stroehmann > www.stroehmann.com
- :: HR Tech > www.hrtech.com
- :: Magic Information Systems > www.magic-info.com
- :: Shelley > www.shelley.com
- :: CTI Industries > www.ctiind.com
- :: Iron Master Decor > www.ironmasterdecor.ca
- :: Progress Packaging > www.progresspackaging.com
- :: ILLUME show > www.nediwww.com/show/ILLUME.html
- :: Propeller gallery > www.nediwww.com/gallery/Propeller.htm