

# ALEXANDRA IUGA

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**Graphic/ Web designer,  
Social Media Marketing specialist,  
Illustrator.**

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## SKILLS

- Graphic designer -Corporate Identity and Branding
- Web designer- (UI, UX, Social)
- Social Media Marketing Specialist
- Multilingual  
(Romanian, English, basic German and French)

## PROGRAMMES

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign, CorelDraw, Canva, Adobe After Effects, Adobe Dimension, Clip Studio, MS Office Suite.
- Very well experienced in Adobe XD, Wordpress and basic HTML, JavaScript and Bootstrap.

## WORK EXPERIENCE

### Crown SDS -Web/Graphic Designer & Animator 2020-Present

**Rebrand Design & Web Design** -Rebranded the entire company in terms of logo, website, Branding Guidelines, design material for all the social media channels, business cards, documents and so on.  
**Print** -Provided print materials for their events(flyers, banners, brochures).  
**Interior Design**- experience in 3D designing the interior of the company.

### SoonAs -Web/Graphic Designer & Animator

SoonAs is the newest company owned by Crown SDS.  
**Brand creation & identity** -Created the entire identity & brand of the company and all the print materials. Developed every graphic element using the brand I created, dictated by the logo all the way to illustrations, social media posts, Branding Guidelines, business cards, documents and so on.  
**Web Design** -Created the website design using UX and UI experience.  
**App Design**- Experience in UI and UX App design.  
**Video Animation** -Created original creative advertisement animations.

### Freelance Graphic Designer 2016-Present

**Graphic Design** -experience in Branding and Promotional materials for print/web such as logo design, posters, flyers, animations, packaging design and illustration.

**Web Design** -experience designing websites/apps, with or without a set of guidelines and creating the brand of the companies.

**Overall Project Manager** -experience in managing the entire Transmedia Exhibition in terms of Branding, Website, Activities, Decorations, Social Media and Invites, as well as preparing the design materials.

**Social Media marketing** -designing social media promoting materials for a variety of clients.

### WinACC Social Media Marketing Specialist 2020

Promoted the project "Our Lives Our Future" on their social media channels while providing the graphic content as well.

### Winchester HUB Communication Team 2019-2020 (1 year contract)

Social media and print promoting their events while keeping the brand consistent.

### Yes Agency-summer placement 2019

**Internship** -gained experience in web design and graphic design, creating promotional materials for companies.

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**Transylvania Fashion**  
2014-2016  
Model

**Dim T Restaurant**  
2017-2020  
Waitressing and Running -Customer service

## EDUCATION, QUALIFICATIONS & VOLUNTEERING

- "Ioan Bob" Primary School (Cluj-Napoca) 2006-2010
- "Romulus Ladea" High School of Arts (Cluj-Napoca)  
-graduated in 2017 with **First prize** 2010-2017
- University of Winchester (Winchester)  
course: Digital Media Design BA (Hons) 2017-2020  
-graduated with **First Class Honours** -highest award possible

### QUALIFICATIONS

- Web Designer Qualification (grade 10-A)
- Graphic Art Diploma (grade 10-A)
- Driving license category B
- IELTS English.
- Student Academic Representative (StARS)  
for all 3 Academic years
- Vice president Student Representative Year 2  
and Year 3 Digital Media Design Course
- Romanian Bacalaureat

### VOLUNTEERING EVENTS

- Project Transylvania 3.0
- Cultural Mexican Night,
- Cultural German Night,
- Cultural French Night ,
- Cultural Netherlands Night,
- Cultural Romanian Night at CORA,
- Angel's Night in Cluj Napoca.

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## AWARDS

1st Place- The National Graphic Arts Competition entitled "Light".

1st Place- The International Painting Competition entitled "Play of Spheres".

2nd Place- The International Painting Competition entitled "A child's smile".

Personal Graphic Exhibition entitled "Exercise" - can be found in the Newspaper Transilvania Reporter (2015).

First Class Honours- University

First Prize- for all years in College

