



Alexandru Pavel

Visual Designer with the right set of skills to grow your business

📍 Bucharest, Romania

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

[Website](#)

[LinkedIn](#)

Languages

Spanish (Basic)

Romanian (Native)

English (Fluent)

About

I am a professional with extensive experience in visual design, user experience, and branding. I design, craft, and provide fresh thinking to solve business problems. In the past years, I have worked for start-ups, small businesses, and enterprise clients and have had the opportunity to develop and contribute to a broad range of projects, from packaging design to digital applications. I use an iterative process to create engaging experiences that help brands connect with their audience.

BRANDS WORKED WITH

BitterStrawberry

Farmaci Ile Dona

FintechOS

Sanvero

Velvetflash

Experience



● Digital Designer

FintechOS | Jan 2021 - Now

Shaping the visual aspects of different assets and responsible for developing various types of creative content from social media banners, animations, infographics, newsletters, to reports, whitepapers, landing pages, emails

● Light painter

Velvetflash | Jan 2011 - Now

Experienced in product, commercial and events photography. During my collaboration with McCann creative agency I worked for clients like Coca Cola, McDonalds, UPC, Dorna, Nestea, Canon and more. In 2015 I also launched my first personal exhibition - City Escapes Concrete.



● Art director

Sanvero | Jan 2020 - Jan 2021

Developing the brand Sanvero from scratch - brand identity, private label packaging, website assets, social media

● Senior Graphic Designer

Farmaci Ile Dona | Jan 2018 - Jan 2021

Creating, modifying and optimizing various concepts and artworks for campaigns and co-branding campaigns. Assisting the trade marketing and digital department with creating the necessary assets. Private label development.



● Senior Graphic Designer

BitterStrawberry | Jan 2016 - Jan 2018

Part of the creative team by retouching and managing content. Assisting the marketing team for the integration stages of the website development projects and optimization.