



Alexandru Pavel

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

📍 Bucharest, Romania

🟢 Alexandru is **Available to work**

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Links

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Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Permanent Positions, Hourly Consulting, Freelance Assignments

Skills

Design (Advanced)

Brand Design (Advanced)

Visual Design (Advanced)

Graphic Design (Advanced)

Art Direction (Advanced)

User Interface Design (Advanced)

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.