


**Location**

Bucharest, Romania

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**Skills**

- Brand Identity
- Creative Direction
- Visual Storytelling
- UX Research
- UX Design
- UI Design System
- Digital and Print Design
- Web Application
- E-Commerce Optimization
- Team Leadership
- Data Analytics
- Social Media Strategy
- Omnichannel Marketing
- NFT and Web3 Branding

**Tools & Tech**

- Figma
- Photoshop, Illustrator
- Procreate
- Clip Studio Pro
- Rotato
- Webflow & Framer
- Google Analytics

**Certifications**

**DESIGN**

Google UX Design Certificate

**MARKETING**

- HubSpot | Content Marketing
- HubSpot | Digital Marketing
- HubSpot | Email Marketing
- HubSpot | Inbound Marketing

**Summary**

Dynamic Creative Director and Brand Designer with extensive expertise in crafting user-centered, visually compelling, and strategically aligned brand identities. Currently leading creative initiatives at GOODGLYPH, a web development and design company specializing in innovative and business-driven digital solutions. With a track record of generating over \$800K in revenue and optimizing e-commerce conversion rates by 20%, I bring a client-focused approach to delivering cutting-edge designs that empower businesses to stand out. Skilled in creative direction, brand strategy, and team leadership, I excel at transforming ideas into impactful visuals that resonate with audiences and drive growth.

**Experience**

**GOODGLYPH** • Apr 2024 - Present

**Creative Director**

- Led the design and development of user-centric interfaces for landing pages and e-commerce brands, ensuring seamless user experiences aligned with client goals.
- Designed and optimized high-performing e-commerce websites, improving conversion rates and aligning brand visuals with business objectives.
- Translated client visions into cohesive digital experiences, creating designs that embody their brand identity while driving engagement and revenue growth.
- Worked closely with clients to understand their target audience, goals, and challenges, delivering tailored design solutions that exceeded expectations.
- Integrated branding elements into web design to create cohesive, visually compelling digital platforms that strengthened client messaging.
- Delivered bespoke landing pages and web solutions that aligned with specific client needs, ensuring measurable business outcomes.

**METADESK** • Feb 2021 - Apr 2024

**Creative Director & Co-Founder**

- Clients in the web3 and crypto space, including Ordinals Wallet, OrdiSwap, Haste Arcade, Champions of Otherworldly Magic, RelayX, Twitch, sScript, PeerGame, LaMint, NYC NFT 2023, GorillaPool, Satoshi Block Dojo, and Tonic Pow.
- Developed branding and promotional materials for NFT projects such as Gopnikz, Ordinals Smokes, and OrdiTrolls, creating unique visual narratives that resonated with niche communities.
- Designed high-impact visuals, including logos, pitch decks, and marketing assets, for web3 platforms and NFT marketplaces to establish a consistent brand presence.
- Created and executed visually compelling promotional campaigns for clients, optimizing their presence on platforms such as Twitter, Discord, and Instagram to engage crypto and NFT audiences.
- Crafted comprehensive brand guidelines and style guides to ensure consistency across all client touch points, enhancing credibility and recognition within the crypto space.
- Worked closely with clients to understand their unique goals and challenges, delivering tailored branding and marketing solutions that aligned with their vision and objectives.
- Designed graphics and interactive content to drive user engagement, foster community growth, and amplify promotional efforts in web3 ecosystems.

Freeman Vapes • Jun 2018 - May 2021

### Marketing Manager

- Designed and maintained the e-commerce platform, improving conversion rates by 20% through strategic UX/UI design updates.
- Developed automated email campaigns using Klaviyo, boosting customer retention and repeat purchases.
- Created visually compelling social media content and actively engaged the community, driving a 40% increase in engagement on Instagram and Facebook.
- Conducted in-depth market research to rebuild brand positioning and expand reach beyond physical stores.
- Implemented A/B testing to optimize product pages and creatives, generating to \$800K in revenue growth leveraging organic marketing.
- Managed workflows and team communication using Trello and Slack, ensuring timely delivery of marketing campaigns.

Apollo Future Technology Inc. • Feb 2020 - Nov 2020

### Marketing Assistant

- Contributed to the launch of digital marketing campaigns by designing assets and writing compelling copy.
- Optimized website traffic through SEO strategies and performance monitoring using Google Analytics.
- Conducted competitor analysis to identify growth opportunities in emerging markets.
- Assisted in transitioning to new digital platforms, improving customer acquisition efficiency.
- Developed data-driven reports to measure campaign success and provide actionable insights to stakeholders.
- Supported cross-functional teams in executing on-brand marketing initiatives and meeting tight deadlines.

## Education

**University of Bucharest** 2018

Art History - Bachelor of Arts

**Nicolae Tonitza High School of Fine Arts** 2015

Graphic Design Specialization