

# Adrian Radic

multimedia designer  
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## ... Objective .....

I'm looking forward to be part of a dynamic team which simulates creativity and rewards valuable results, thus assuring a great environment for professional growth in my multimedia design and GUI-usability experience, and a compromises free social life with high regards for the reasons the professional efforts are done.

I would like to grow my experience with photography, advertising, international collaborations, and evolve abilities to manage creative / artistic / cultural / social / IT projects.

## ... Experience .....

### **Multimedia design**

freelance / collaborations (2000.07 – present)

Activity span: Web design, commercial graphics and photos for print and web, layout for press and print. Looking and pushing to evolve in multimedia directions: photography, print, brand/product ID, web GUI design & usability, movie & sound editing, 2d/stop-motion and 3d animation.

Editing photo/vector/3d editors, coding and optimizing XHTML, CSS and recently evolving from java snippets to entry level of JQuery. Enthusiast photographer (owning a D90 with a f.18 50mm lens - next is a 18-200mm VR lens). With experience of photo-shooting own material or drawing own illustrations for print or web.

**Evolution:** amateur (1999-2000) >junior/ medium level (2003) > first steps as employee in professional environment as employee (2005).

### **Web GUI design & usability**

Pixelwerk ~ Iasi/Cluj-Napoca (2007.06 – present)

Pixelwerk is a German-English-Romanian internet marketing services provider, most clients being form Germany and most production being made in Iasi - Romania.

The main production are dynamic web pages for which I design the GUI and, after client agreement, I team up with the programming team for the sites completion. Mostly the sites use CSS, PHP, Ajax, Java Script and Flash, some RSS technologies.

### **My responsibilities here evolved in this direction**

1. Design > HTML and FLASH implementations > forward to programmer.
2. Senior designer & HTML implementations and junior project manager
3. Only designer > junior project manager coordinating the projects concerning the GUI & usability; and responsible for a successful job opening announcement > interviews of potential candidates and assisted choice decision.

### **Photo journalism - volunteer / Creative department collaborator**

After Event ~ Cluj Napoca (2010.01 – present)

It's a spare time but consistent experience. I'm being assigned an event to which I attend with a press badge, and take photos as supply for the online portal and printed magazine which announces and reviews cultural / entertaining events.

Also I'm extending my collaboration by aiding with DTP layout for the cover and working on a promotional animation to be used online and on Tv.

### ***Print design & test***

Printshop ~ Iași (2006.03 – 2007.06)

Digital printing services for corporate clients. Creating and/or preparing print layouts for print and production, working with network printers. Using Adobe InDesign, Photoshop, Corel Draw, Xara Xtreme and occasionally Illustrator.

### ***Graphic design***

Mozaic Art ~ Iași (2005.10 – 2006.03)

Digital assistance, using photography and/or scanning, then editing with Adobe Photoshop and Corel Draw thus offering printed support for hand drawing artists or wire drawing prototype for production of mosaic – stained glass art works.

### ***CMYK print test & design***

Eclipsa Printhouse ~ Tîrgu-Mureș (2005.04 – 2005.10)

Offset printing, publishing, product image creation, advertising goodies productions. Preparation and testing for print (CMYK separations, mirrored, spot colors). A few layout templates, concept and build of the print house's web site.

### ***Web & print designer - volunteer***

Stage Cultural Foundation ~ Tîrgu-Mureș (2003.07 – 2005.09)

The foundation's activity are drama shows, artistic/cultural and social events production. For all of them, as for the foundations' as well, I was responsible for the image / promotion materials, building print and web layouts starting from own concepts and photo sessions (company presentation site, event presentation site, flyers, invitations, posters, outdoor / press / web banners, Tv ad ).

### ***IT support & education***

Children's Hopechest ~ Tîrgu-Mureș (2001.01 – 2003.07)

This was a collaboration in which my part was monitoring, aiding and teaching computer & internet basics to orphan children, and network administrator for the computers that were meant for the children and those meant for the offices. Also some presentation graphics and build the company's website.

### ***Chief editor & layout designer***

Highschool magazine (1998.10 – 1999.06)

The first contact with Photoshop and Quark Xpress. Made 4 released numbers, first under professional guidance. A personal initiative, at the end made sure it was passed on to the next generation.

## **... Skills & intrests .....**

### ***Professionally***

Great learning capability, creativity, perfectionist wannabe, adept of simplicity and ergonomic solutions, always wanting to learn more.

Exposure to DSDM project management and finding an interest for SCRUM and Agile project management. Also an interest in learning about the practices and results of other project management types.

Interested in digital creativity evolution and means, photography. Using my own illustrations and photos as much as possible for web or print.

Experience on Windows platform, Linux platform and Mac OS X platform (Mac OS X became my favorite in a few months as a better creativity stimulant).

Experience with photo shooting (own a Nikon D90 with a Nikkor 50mm f/1.8 D lens) and manipulation, vector illustrations, GIF and Flash animation (as well as basic Action Script); CMYK and RGB printing (print-house, network printers), press - layout - desktop publishing, production preparation and testing; web GUI and usability (design and optimisation, XHTML, CSS, Flash, started from forwarded Java Scripts - now learning and using JQuery for UI enhancements, blog implementing with plugins); corporate - event identity. Extended my experience with 3d modeling with Cinema 4d which I can now use for creating logos, illustration elements, 3d environments or animations.

### ***Personal and hobbies***

Digital photography, technology news and gadgets, OS and software personal testing and experimenting; basketball, drama, coffee philosophy, movies, occasional gaming.

## **... Education .....**

### ***Computer Science Attestation***

Community University of Tîrgu-Mureş (2004 - 2005)

Got a diploma which I can use to be hired for computer related services. (in Romania)

### ***English - Pedagogy College***

Petru Maior University ~ Tîrgu-Mureş (2000 - 2003)

My college experience. In the same time I started freelancing/collaborating with several foundations/companies.

## **... Languages .....**

### ***English***

Good understanding, verbal and written, bit of an enthusiast verbally actually.

### ***German***

Beginner, basic understanding - mostly verbal.

### ***Italian***

Beginner, barely basic understanding - mostly verbal.

## **... Contact .....**

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