



# CRISTINA ELENA STANCU

SENIOR INNOVATION DESIGNER

## CONTACT

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- Turku, Finland / available for relocation

## PROFILE

Experienced Designer, graduate of University of Architecture and Urbanism "Ion Mincu" - Bucharest with a Masters degree in Product Design.

Former Packaging Designer, currently working as an Innovation and R&D Product Designer, art enthusiast and design addict.

Ambitious person with high goals, willing to accept big challenges that can stimulate my creativity and boost my career to a next level.

Willing to make a big change in my career, therefore I am available for relocation and living abroad.

## PROFESSIONAL SKILLS

- Visual Design
- 3D Modelling and Conceptualization
- Design Research
- Product Development
- Packaging Design
- Creative Thinking
- Problem Solving
- Multitasking
- Project Management
- Teamwork
- High achiever
- Tact and diplomacy
- Customer Service

## SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Solidworks
- 3D Studio Max
- Microsoft Office

## LANGUAGE SKILLS

- Romanian - Native
- English - Fluent
- French - Good
- Finnish - Beginner

## EDUCATION

### Bachelor Degree in Product Design

University of Architecture and Urbanism "Ion Mincu", Bucharest, Romania 2010-2013

During my 3 years of study in Product Design I gained strong technical and aesthetic skills, which helped me achieve my qualifications needed to be a Product Designer.

### Masters Degree in Product Design

University of Architecture and Urbanism "Ion Mincu", Bucharest, Romania 2013-2015

Dissertation title: "Diving equipment used by professional divers"

Diploma Project title: "Emergency watercraft for lifeguards"  
project uploaded here:

[behance.net/gallery/73406737/Delf-Jet-Emergency-watercraft-for-lifeguards](https://www.behance.net/gallery/73406737/Delf-Jet-Emergency-watercraft-for-lifeguards)

During my 2 years of study in Product Design - Masters Degree, I strengthened and defined the key skills which helped me to become a successful Product Designer.

## PROFESSIONAL EXPERIENCE

### Senior Innovation and R&D Designer

Promidea Group // Bucharest, Romania - [www.promidea.ro](http://www.promidea.ro) // March 2018 - Present

The main task of my position is conceptualizing and delivering new and innovative ideas of Promotional Products, Corporate Gifts, Incentives and Premiums for clients like Coca-Cola, Mondelez International, Beiersdorf, P&G and many others. Developing from scratch and delivering final products, that become successful world-wide projects, is a daily task of my job.

### Art Director

Promidea Group // Bucharest, Romania - [www.promidea.ro](http://www.promidea.ro) // July 2016 - March 2018

As an Art Director I had the responsibility to cooperate and guide my team members, to complete the assigned projects, developing them from a concept stage to final products. Adapting and creating new artworks for the premiums, preparing the final printing files, discussing with suppliers and achieving the final results in the given deadline, were the main tasks of this job.

### Packaging & Graphic designer

Ampro Design // Bucharest, Romania - [www.ampro.ro](http://www.ampro.ro) // July 2015 - July 2016

Packaging design, Graphic Design, Branding, 3d Modelling

Working as a Packaging Designer at Ampro Design, I had the opportunity to collaborate with various clients and brands for whom I had the pleasure to design new brand identities manuals and packaging designs.

Some of these brands and sub-brands were: Macromex - Edenia / Ficosota - Semana, Emeka, Savex / Hochland / Nestle - Joe, Nesquick, Lion, Dessert Noir / Romega / Pepsico - Star / Scandia Foods / Paloma / Nivea / Caroli / Campofrio / Euroroll / Auchan, Auchan Pouce

### Graphic Designer Intern

Ampro Design // Bucharest, Romania - [www.ampro.ro](http://www.ampro.ro) // June 2014 - September 2014

## CERTIFICATIONS

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- DTP Graphic Design // 2011  
accredited by National Ministry of Work and Education
- Delf B2 // 2010  
accredited by l'Institut Française
- ECDL - European Computer Diving License // 2009  
accredited by National Ministry of Work and Education

## PROFESSIONAL EXPERIENCE

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### Graphic Designer

Private Brand named "Pantofiori Veseli" // Bucharest, Romania - [www.pantofioriveseli.ro](http://www.pantofioriveseli.ro)  
April 2015 - October 2015

The main task of my position was to develop a set of illustrations and characters inspired by the store's shoes collection. With these new developed illustrations I designed a number of templates that were used for social media advertising.

### Art Director Intern

Centrade Cheil // Bucharest, Romania - [www.promidea.ro](http://www.promidea.ro) // April 2015 - May 2015

I was part of a programme that trained me to become an Art director in a well known advertising agency. As a result of this internship, I won the "Weeks of Work" challenge brief for "Pantofiori Veseli" character illustrations.  
[www.weeksofwork.ro](http://www.weeksofwork.ro) // [www.centrade-cheil.com](http://www.centrade-cheil.com)

### Freelance Graphic designer

Upwork // [www.upwork.com](http://www.upwork.com) // May 2011 - March 2015

During this period of 3 years and 11 months, I worked as a freelance designer for Upwork online platform, where I delivered a series of various projects, including logo design, branding, 3D modelling and rendering. This experience worked well for me, being a part-time job while I was a student at Design University.

## CONTESTS AND AWARDS

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### Sustainable "Lipton Ice Tea" Packaging contest // February 2019

Contest held by EYEKA.com, the world's biggest creative playground.

Winner in the contest lunched by EYEKA online platform for Lipton Ice Tea brand.  
My entry was about proposing a packaging alternative made out from recyclable materials.  
The winning entry can be viewed at the link:  
[behance.net/gallery/76719437/Lipton-Packaging-proposal](https://behance.net/gallery/76719437/Lipton-Packaging-proposal)

### NASA Tech Briefs - Create the future design contest // September 2016

Tech Briefs - Create the future design contest - [contest.techbriefs.com](http://contest.techbriefs.com)

The final score I managed to achieve in this contest was the 30th place out of 401 entries world wide! My entry in this contest was an emergency water scooter "DelfJet", special created for lifeguards. The idea of this project started from the need to save the lives of people in danger of involuntary drowning, and to shorten the time of the emergency intervention in these situations.  
Entry link: [contest.techbriefs.com/2016/entries/automotive-transportation/6420](http://contest.techbriefs.com/2016/entries/automotive-transportation/6420)

### American Package Design Awards Winner // June 2016

GDUSA - Graphic Design USA - [gdusa.com](http://gdusa.com)

Ampro Champagne Bottle - Private label design concept  
The winning entry can be viewed here:  
[contests.gdusa.com/2016-american-package-design-awards/apda16winner](http://contests.gdusa.com/2016-american-package-design-awards/apda16winner)  
More Images with the winning project:  
[behance.net/gallery/76721731/Custom-made-champagne-bottle-Ampro-design-agency](https://behance.net/gallery/76721731/Custom-made-champagne-bottle-Ampro-design-agency)

### Silver A' Design Award Winner for Packaging Design Category // February 2016

A' Design Award - <https://competition.adesignaward.com/>

Ampro Champagne Bottle - Private label design concept  
The winning entry can be viewed here:  
[competition.adesignaward.com/design.php?ID=46617](https://competition.adesignaward.com/design.php?ID=46617)