

Ralu(ca) Calin

GRAPHIC DESIGNER



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You can call me a Web-Specialist, Designer, Concept Developer, anything really, in that area. The truth is I am a passionate web wizard, with core interests in Digital Marketing, UX & Design. I am dedicated to what I do and always trying to learn more about how to deliver the best products for my clients & users. I have an agency mindset, meaning I can focus on tasks even when everything is chaos.

Education

Bachelor in Digital Concept
Development
BAA Aarhus
2021-2023

AP in Multimedia Design
BAA Aarhus
2019-2021

Hard Skills

Adobe Creative Cloud
Creatopy, Canva
WordPress
Elementor
HubSpot
Figma
Sketch
Microsoft Office
Bannersnack
ActiveCampaign
HTML, CSS

Experience

DIGITAL DESIGNER

NoZebra | 2022 - 2023

- Marketing Driven Creatives for Social Media Campaigns for various clients, such as LMS365, Minuba, VICA, Inspari, etc.
- E-mail Marketing Templates
- Microsoft Office Design Templates
- UX reviews for websites
- Sleeknotes Design & Strategy Implementation
- Creating Design Elements in HubSpot

UX DESIGNER

Bolig Portal | 2021

- Creating Digital Concepts & UI Interactive prototypes based on UX principles
- UX Analysis and Research to solve User Needs
- Presenting & Communicating core ideas to the team, to be implemented
- Designing in Human Centered Approach

FUNDRAISER

Red Barnet | 2020

- Creating Awareness about poor conditions of living of African kids
- Engage People & Raising Money to support the cause

Soft Skills

Professional & Communicative

Fast-learner & Adaptive

Working good under pressure

Team-player & Agile

Positive Mindset

Quick learner

Problem solving oriented

KITCHEN ASSISTANT

Business Academy Aarhus | 2022

- In charge of cooking and serving food at the school's canteen

FACILITY STAFF

Arla | 2021-2022

- Keeping a good atmosphere at the building office and training other new employees

Interests

Marketing Design

Social Media

UX Design & Consultancy

UI Design - Web & App

Testing & Analasys

Other Activities

CONTENT CREATOR

Etsy, Collaborations with companies | 2023

- Creating Business Strategy & Social Media Content for my online shop
- Creating Custom Illustrated Portraits & Poster Material on Procreate & Photoshop
- Creating different media content on demand for small businesses

SOCIAL MEDIA LEAD

Protolab | 2019

- Leading the Social Media Team for the Christmas Event Party at the Academy
- Creating Social Media Content & Strategies

Volunteering

AD HOC TASKS

International Theatre Festival from Sibiu | 2016 - 2018

- Responsible for the International artist's Well-Being, Accommodation, and Every Practical aspect during their Stay at the Festival

Me as a colleague

I value a good atmosphere at work, even though I do my best to complete my tasks in due time, I enjoy a good laugh and small talk.

I am a coffee advocate, so expect me to sometimes bring some good coffee for my colleagues too.