



Andra Maria Vlad

Work permit: Romanian | Nationality: Romanian | Gender: Female | Phone number:

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• ABOUT ME

I am Andra Vlad, a graphic designer with over six years of experience in the creative field, gained through projects across diverse industries. Throughout my career, I have developed strong skills in graphic design, branding, video editing and 3D modeling, working on both visual communication projects and multimedia productions. I also founded and created a television project, an experience that gave me a broad perspective on visual identity, video production and developing concepts from scratch. I enjoy turning ideas into coherent, modern visual solutions relevant to each brand or project.

• EDUCATION AND TRAINING

15/01/2016 - 01/07/2019 Brasov, Romania

BACCALAUREATE DIPLOMA - BILINGUAL ENGLISH SOCIAL SCIENCES Emil Racovita College of Natural Sciences, Brasov

Field of study Social sciences, journalism and information | Level in EQF EQF level 4

01/11/2019 - 01/07/2022 Brasov, Romania

BACHELOR'S DEGREE IN COMMUNICATION SCIENCES - DIGITAL MEDIA Transilvania University of Brasov

Field of study Social sciences, journalism and information | Level in EQF EQF level 6

02/11/2022 - 01/07/2024 Brasov, Romania

MASTER'S DEGREE - IMAGE CAMPAIGN MANAGEMENT Transilvania University of Brasov

Field of study Social sciences, journalism and information | Level in EQF EQF level 7

07/09/2026 - PRESENT Bucharest, Romania

DOCTORAL STUDIES IN COMMUNICATION SCIENCES University of Bucharest - Doctoral School of Communication Sciences

Level in EQF EQF level 8

• WORK EXPERIENCE

FOUNDER OF ZOOM TELEVISION - ZOOM MEDIA ART TV SRL - 11/02/2021 - 15/02/2023 - BRASOV, ROMANIA

Created and developed the Zoom Television Romania project from scratch, including the channel's visual and editorial concept. Participated in the process of obtaining the audiovisual licence and developing the channel's visual identity. Created TV idents, broadcast graphics and branding elements; conceived and produced shows and interviews; edited video for television broadcast and prepared materials for transmission. Modeled and rendered 3D sets and spaces for greenscreen productions, and integrated graphic and video elements into the final content.

GRAPHIC DESIGN EXPERT - DTOYS SA - 15/02/2023 - 31/07/2023 - SFANTU GHEORGHE, ROMANIA

Created graphic materials for digital and print media; 3D modeling and rendering; created and edited 2D and 3D commercials; prepared and updated website visuals, including campaigns and promotions; created graphic materials for Las Vegas venues and visual content for social media; adapted promotional materials for different formats and communication channels; prepared files for production and print.

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Led the design team and developed the visual direction for Las Vegas, RXF, BetOne and other companies within the DMS group. Conceived and implemented visual communication campaigns, from creative concept development to delivery of final materials. Coordinated photo and video production projects, including influencer photo shoots, 2D and 3D commercials and materials for television broadcast. Created and supervised print materials for nationwide campaigns, video content and social media templates, as well as landing pages and related digital campaign materials. Ensured visual identity consistency and adapted concepts for different brands, platforms and communication channels.

• **SKILLS**

develop creative ideas | think creatively | graphic design | Adobe Photoshop | Adobe Illustrator | use creative suite software | understand spoken English | use Microsoft Office | create solutions to problems | use online communication tools | follow a brief | graphics editor software | Blender 3D | After Effects | Premiere Pro | InDesign | motion graphics | Illustrator | write English | Photoshop | Microsoft PowerPoint | work as a team | cooperate with colleagues | plan social media marketing campaigns

• **LANGUAGE SKILLS**

Mother tongue(s): ROMANIAN

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user