

Ilinca Dumitrescu

Curriculum Vitae 2007

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www.ilincadesign.com

As a Graphic Information Designer I am specialised in informing through the global languages of colour, symbol, typography and image. My qualities are to research, analyse, organise and present information in a visual and engaging way. I focus on how to communicate ideas and concepts through the structuring of information with clarity and with an understanding of the abilities and needs of the user.

The world of today is suffering from information overload, which is too often the cause of anxiety. I therefore strongly believe that we are in desperate need of clear and structured information. As a Graphic/Information Designer and Art Director I aim to create innovative designs that satisfies the user's needs as well as the client's objectives.

Education

2004-2005 London College of Communication (formerly London College of Printing)
MA Typo/graphic Studies
Post-graduate Diploma

2000-2003 University of Westminster - London, UK
BA Graphic Information Design
Under-graduate Diploma

1998-2000 Berg Videregående Skole - Oslo, Norway
International Baccalaureate Diploma

Professional Experience

Feb 2005-present Junior Art Director – TMP Worldwide London, UK
www.tmp.com

At TMP I work in partnership with a copywriter and we work in direct response to a brief set by the client. As an art director I am involved in all stages of the project, from initial concepts, to the completion of a finished product. I work with Photographers on photo shoots, Programmers when creating online solutions, and collaborate with the Production team to get work ready for print. Type of work includes: press ads, brochures, outdoor campaigns, web banners and websites, posters, direct mail and application forms.

2001-2005 Freelance Designer – Oslo, Norway / London, UK
During my studies I also worked as a freelance designer.

2001-2005 Moving Venue Caterers – London, UK
www.movingvenue.com

Team Leader - My job at MVC has provided me with good communication skills and has given me the opportunity to collaborate with clients from different industries. By working at different events around London, including corporate dinners, award ceremonies and private parties, I have been introduced to several aspects of design, such as presentation of food, decoration, interior design, art, fashion and music.

2004 University of Westminster – London, UK

www.wmin.ac.uk

At the University I have been involved in the process of re-designing the course handbook for both BA Graphic Information Design and the MA Design for Interaction.

2001 Bris Idé & Design – Oslo, Norway

www.bris.as

Placement as a Junior Graphic Designer and Assistant.

During my placement I was given different tasks in QuarkXpress, Illustrator and Photoshop. At the same time I got to experience the development of design projects, the meeting of new potential clients, receiving feedback from clients, making important design decisions, and also getting involved in the final stages of a project and the process of sending it to the printer.

Skills

Design abilities

Information design, advertising, typography, photography, design for interaction, web based design, print based design

Design Management Skills

Research, analysis, critical evaluation, problem solving skills, writing reports and evaluations, working as part of a team, realisation, presentations, meeting deadlines

Computer Skills

Photoshop, Illustrator, QuarkXpress, Indesign, ImageReady, Fireworks, Flash, Dreamweaver, Microsoft Office, Powerpoint

Language Skills

English, Norwegian, Romanian, French

References

Neil Harvey – Head of Creative

TMP Worldwide

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Colin Bailey - Senior Lecturer in Design

University of Westminster

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