

Costin A. Cosmeanu

Highly skilled design and UI / UX professional with broad creative experience, focused on web design, rich-media interaction and animation, oriented on conversion and goals. Strong technical knowledge with over 7 years of experience, able to juggle between design and development, able to meet deadlines, and to constantly come through with quality results. Ability to improvise, troubleshoot, and innovate.

Thoughtful, proactive and sociable person who enjoys working in teams and on projects. Experience in leading a creative team, helping/teaching/coaching the team members.

Key skills :

- Web and **corporate** design
- **Identity** and **branding**
- **Character design**
- **Marketing** support / copywriting
- **Goals / client / conversion oriented design**
- User journeys, experience and interface (**UI / UX**)
- Delivering a **complete** product for the end client
- In pace with the **latest web trends and standards**

Technical skills :

- **Adobe CS / CC Suite** (Photoshop, Illustrator, Fireworks, Dreamweaver, MediaEncoder)
- **Flash ActionScript 2.0/3.0, Flash IDE**
- **Bootstrap / Responsive frameworks**
- **HTML 4/ 5/ CSS 2/3**
- **JavaScript /jQuery /php /Smarty**
- **WordPress theme design and development**

Recent projects : www.bingohall.us / www.richcasino.com / www.gummylabs.com / www.bingohall.ag

Client list : HYUNDAI / HEIDI / JimBeam / LiquidLightningEnergyDrink / Muller / Campari / Mobil1 / Praktiker / CamContacts / StanJames / RevenueGiants / Ubisoft / Avangate / Avira

Portfolio links : www.cosmeanucostin.com / www.cosmeanucostin.com/portfolio/2014

Work experience :

Lead designer / Senior web and UI designer

April, 2014 – current // WinWard Group, Revenue Giants, KingCrownOnline Services, Bucharest, Romania

Revenue Giants and King Crown Online Services are two of the biggest companies in the gambling sector, owning over ten flagship casino and bingo platforms and holding hundreds of affiliates deals. The companies are specialized in delivering gambling platforms and media/marketing solutions.

Part of a great 8 men creative department, responsible with company's marketing campaigns (design of landing pages, design and implementation of FLASH multimedia and multi-device compatibility, design of gif / Flash banners, design of mailing solutions and helper copywriter, teaming up with senior marketers, SEO and copy specialists and product owners, in achieving the best targeted results), responsible with company's revamping on all its major products (research of the competition, design and UI for over 10 websites, UI and UX input in redesigning all the internal pages and user control panels of these websites, logo redesign, design mascot characters for all of the websites, design of all of the marketing materials needed – adverts and mailing, output of imagery and code samples for the development team, creating style guides for all of the websites).

On occasions, responsible with leading the creative department: reviewing the daily tasks, assigning and balancing the tasks, helping/teaching/coaching the team members.

Projects and achievements :

- Over 40 creative promotions (landingpage / FLASH / multi-device / banners / mailers)
 - Over 50 banner campaigns
 - Over 40 e-mailing campaigns
 - 3 print campaigns
 - UI/UX small updates on the company's flagship platforms
 - Over 10 websites revamping (UI/UX, marketing materials, code samples, etc)
 - 5 character designs
 - Constantly improving company's creative standard
 - Helping/teaching/coaching the team members
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Senior web and UI designer / junior UX-Interaction Designer

October, 2012 – January, 2014 // **daPhone Communications Group**, Bucharest, Romania (daphone.ro)

daPhone Communications Group is a Romanian company that specializes in cost-effective international calling. Founded by VoIP and Information System experts, daPhone operated internationally providing global advanced calling services.

Part of a small and tight-knit team (marketeers, product owners and developers), responsible for company's corporate communication (design of infographics, corporate Word and PowerPoint presentations for stakeholders and/or partners), the company's flag website continuous UX development and numerous company promotions (landing pages, Flash banners sets, newsletters, main website updates) for different products intended for the usual user as well as for the corporate sector.

Projects and achievements :

- 6 creative promotions (landingpage / banners / newsletters)
- 2 major updates for the flag website - fixing design and UX issues in the front end and user area
- concept/UX for implementing daPhone in payment terminals
- concept/UI/UX for company's main invoicing sistem
- numerous corporate presentations and infographics for internal use

Senior web and UI designer / junior UX Designer / Marketing support

February, 2013 – January, 2014 // **EduFun Romania**, Bucharest, Romania (dragoni.ro)

EduFun Romania is a small start-up company aimed at delivering quality fun and educational products for the modern children.

Key part in the small team behind this project, responsible for the revamping of the dragoni.ro website (educational platform with over fun 80 games), for the platform's communication needs (social media, promotions translated into landingpages, newsletters, banners, BTL print materials, box and mascots design, etc), for ensuring the platforms is addressing the right audience and the marketing has the right tone in relating to the audience.

Projects and achievements :

- Major rewamping of the whole platform : new design, fixing UI and UX issues
 - Added user area / control panel for a better user experience
 - 3 creative promotions (landingpage / banners / newsletters / offline materials)
 - numerous corporate presentations and infographics for stakeholders use
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Senior web and UI designer / junior UX Designer

February, 2011 – September, 2012 // ISS iMedia, Barcelona, Spain (issimedia.es)

ISS iMedia is the primary IT development/services supplier for CC Media Network Ltd, a world-leading group in the entertainment industry. They provide video-chat solutions for internet, mobile and IPTV.

Part of a great 10 men team, responsible for company's corporate communication (design of infographics, corporate Word, PowerPoint and Flash presentations for stakeholders and/or partners), marketing campaigns and copy (design of gif / Flash banners and helper copywriter), including competitors research, web design and mobile design for company's proprietary websites and affiliates whitelabels, multimedia projects (motion graphics), continuous research of user interface and user journeys as well as conversion techniques for all the marketing campaigns and products. Teaming up with senior marketers, SEO specialists and product owners, in achieving the best targeted results. Responsible for own deadlines.

Projects and achievements :

- 4 creative promotional microsites for company's main portal camcontacts.com
 - 7 marketing campaigns(on-line and one off-line) for all company's proprietary websites
 - 6 affiliates whitelabel websites (web + mobile - links available upon request)
 - 8 internal / stakeholders corporate communications
 - revamping company's marketing / affiliates tools - conversion oriented design
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Freelance Web Designer / Front End Developer

February, 2006 – present // CosmeanuCostin (cosmeanucostin.com)

Designed and deployed websites for various medium- to large-sized businesses and agencies from USA and Romania, always delivering compelling graphical solutions and working products.

In charge of many and diverse projects, specialized in designing and developing clean, easy-to-use websites and online interfaces using best design and coding practices. Complying W3C standards HTML/CSS, enriched interfaces with jQuery/Flash and wrapped all up in a SEO friendly CMS system like WordPress.

Projects and achievements :

- Several marketing tools for CARGUS (national parcel transporter)
 - Conceptual UI-UX work for AVIRA web security suite
 - Touch Screen apps for Campari and for several real estate companies
 - Flash website for one of the largest USA energy drink - Liquid Lightning
 - Flash offline app for HEIDI Chocolates ("The Heidi Book" - CD)
 - Flash offline apps for PRAKTIKER (multimedia presentation CD)
 - Flash offline apps for CAMPARI (BTL - net top app)
 - delivered working apps for JimBeam, Muller, Mobil1, Kaufland, SpringTime and many others
 - Flash websites for several hip-hop artists from USA
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Web Designer / Marketing

January 2004 - January 2008 // ForteSystems, Constanta, Romania

Web Designer with additional multiple internal roles in an IT company. The main responsibility was to promote the company's image in the on-line and off-line mediums. Part of a three man team, i have designed marketing promotions as well as executing them, plus results gathering..

I was involved in creating the marketing plan, analyzing the market, planning the design, writing the copy, slogan and content and implement all into working newsletters, web and BTL banners, as well as small and large print promotional products.

Projects and achievements :

- improved company's corporate image
 - set a standard for company's communication
 - helped in establishing company's position in the local business
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Education :

- Telecommunication Engineer / Electronics - College Diploma - January 2004
- Bachelor's Degree, Physical Sciences, January 2004 Physics faculty of Ovidius University Constanta | Romania
- Telecommunication Specialist / Electronics - HighSchool Diploma - January 2000
- 'A' Level/Higher or Equivalent, Physical Sciences, January 2000 Telecommunications HighSchool | Romania

Certificates :

- Dreamweaver training : July 2012 - Barcelona / Spain
- Art director training - July 2012 – Barcelona / Spain
- Professional, Webdesign - January 2008 - ECDL Training - GMB Constanta | Romania
- Telecommunications National Contest - 3rd Place - Bucharest / Romania – 1998

Foreign languages :

- English – fluent
- Italian – beginner
- Spanish – beginner
- Romanian – native

Contact :

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