

# curriculum vitae

**STEFAN** visual identity

## STEFAN OPREA

**address** Caderea Bastiliei, 16,  
Bucharest, 7000, Romania  
**mobile phone** +40 722 896 808  
**portfolio site** stefanoprea.eu  
**e-mail** office@stefanoprea.eu

### TRAINING

1995-1999 School of Fine Arts, Pitesti, Romania (complementary)  
1999-2003 University of Journalism, Bucharest, Romania  
Bachelor degree in Journalism  
Final paper on Advertising - *Professionalism and Dilettantism in Achieving the Proper Advertising Message*, final grade 9

### WORK EXPERIENCE

#### 1. *Freelance* for stefan

Present - www.stefanoprea.eu, Bucharest  
Art Director, Graphic designer, Desktop publisher

#### 2. *Art Director* for **The One** magazine

7/2009 - 12/2009 - PUBLIONE MEDIA publisher, Bucharest

- Creating new concept layouts and designs for The One magazine, Romania
- Directing/managing the design team and clients
- Creating of concepts for the photo shootings (fashion and beauty shoots)
- Always in touch with the photographers, models, beauty make-up editors, fashion stylists (Cosmin Bumbut, Alex Galmeanu, Tudor Cucu, Radu Chindris, Ionut Staicu)
- Colours and fonts choice for the magazine layouts and ads (a wide range of colours suitable for each layouts's concept: personal, business, love, fashion, travel, movie etc)
- Brainstorm sessions with the magazine publishers, copywriters and clients, and editorial work
- Photo editing (keep in touch with the suppliers of stock images; searching, cutting, retouching etc)
- Developing creative briefs (bringing a new vibe and direction according to the new design)
- Constantly keeping eye on the market, on the competition layouts

#### 3. *Art Director*

SANOMA HEARST publisher, Bucharest

5/2008-7/2009 / Art Director for **Marie Claire**

5/2007-5/2008 / Art Director for **Cosmopolitan**

- Creating new layouts and designs for Marie Claire Romania and Cosmopolitan Romania
- Directing/managing of the design team and clients
- Creating concepts for the photo shootings
- Always in touch with the photographers, models, beauty make-up editors, fashion stylists (Cosmin Bumbut, Alex Galmeanu, Tudor Cucu, Radu Chindris, Ionut Staicu)
- Brainstorm sessions with the magazine's publishers, copywriters and clients, and editorial work
- Photo editing (keep in touch with the suppliers of stock images; searching, cutting, retouching etc)
- Developing creative briefs
- Constantly keeping eye on the market, on the competition's layouts

#### 4. *Art Director*

6/2006 - 1/2007 REPLY publishing house, Bucharest

- Designing the **BLU** magazine - the magazine for Boots and Sensiblu pharmacy, advertising messages for the company's campaigns: - layouts, concepts for banners, meshes, posters, post-cards, visual identities

#### 5. *Art Director*

10/2005 - 6/2006 **GENERIUS** advertising agency (English client - 5-month project), Bucharest

- Creating electronic/printed advertising messages for the company's campaigns: layouts for banners, meshes, posters, post-cards, visual identities, corporate identity and copywriting
- Brainstorm sessions and teamwork with the copywriters, Java developers and project managers
- Developing creative briefs
- Direct contact with customers

#### 6. *Art Director*

5/2004 - 10/2005 **BLUE BUFFALO** advertising agency, Bucharest

- Layout conceptualization and creation to be used for banners, brochures, meshes, posters, post-cards, visual identities, corporate identity and copyrights. The particular aim was to improve the company's image.
- Creating layouts and designing pages for magazines such as *Profit*, *Euro Invest*, *Transilvania Travel*, *Der Tour*, *Life and business*, *Cosmica Travel*

#### 7. *Graphic Designer*

7/2003 - 5/2004 **FLAMINGO MEDIA** advertising agency, Bucharest

- Creating printed advertising message for the company's campaigns: banners, meshes, layout for boxes (mouse, joy pad, joystick) and posters
- Layouts for catalogue pages: *Hard&Software*, *Sunet si Imagine (Sound and Image)*, *Calculatoare si Comunicatii (PCs and Communication)*
- Creation of layouts for the online newspaper: *Flamingo News*

#### 8. *Graphic Designer*

3/2002 - 7/2003 **MEDIA BUSINESS CLASS** advertising agency, Bucharest

- Creating layouts for banners, meshes, posters and post-cards

## SKILLS

Name skill	Experience
Adobe Suite (Illustrator, Photoshop, InDesign, Dreamweaver, Flash), QuarkXpress, CorelDraw Suite	Pro +4 / 6 years
Apple Mac, PC	Pro +4 / 6 years
MS Office (Word, Excel, PowerPoint, Access), Internet Explorer, Mozilla Firefox, Google Chrome, HTML	

## LANGUAGES

English	Comprehension/Written/Spoken
Dutch	Very good/Very good
German	Medium/Medium
Italian	Medium/Medium
French	Good/Medium
	Medium/Medium

## EXTRA-CURRICULAR

### **Freelance projects**

- Art Director/Graphic Designer/Desktop Publisher/Copywriter  
Layout concept development for magazines, billboards, banners, meshes, posters, post-cards, visual identities, corporate identity and copywriting, according to, and with the aim to improve the company's image

### **Advertising consultant**

- Sanoma Charity Committee  
(03.07.2008 - 05.02.2009)  
Brainstorm sessions with the team in order to help rebuild care centers, offer ideas to help the poor, talking with people, delivering magazines, planting trees, designing for a healthy environment.

### **Clients**

My Band magazine,  
The Griff magazine,  
The Traveller's  
Week newspaper,  
Mockingheads  
advertising agency,  
Vodafone, Orange,  
Sensiblu, Finlandia, P&G,  
Distrigaz Sud, Flamingo,  
Sensiblu, Metro,  
Policolor, Michelin etc..

### **Sources:**

stumbleupon.com  
coroflot.com