

A COLLECTION OF MY WORKS

BY CLAUDIA ACHIM

2022 *portfolio*

CA

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This portfolio was made by:
Claudia Achim

Made in year:
2022

Hello!

My name is Claudia Achim from Craiova, Romania and I am **Graphic and Motion Designer** at Synergetix (full time) and **Graphic Designer (part time)** at Klasse Jobs Consulting. For these companies I produce the following materials : logo, branding, labels, flyers, Google Add banners, website banners, animations, video processing.

Prior to this position I worked as a **freelancer**. Here I had the opportunity to deal with projects in different areas like : logo, branding, graphic design, banners with various adjustments in Photoshop, infographics, mobile and web site design, animation and video processing.




I discovered my passion for art since I was young and I received my first lessons at the age of 12 from the painter Elena Dobriceanu Cocorascu (technique in watercolor, charcoal and oil painting). With this acquired knowledge I passed the first drawing exam and at the age of 13 I was the youngest member of the **Popular Art School** from Craiova in the Painting section led by the teacher and painter Victor Parlac who guided my activity for 3 years.

After graduating from the Vocational Pedagogical High School in Craiova, I tried to pass on this passion for drawing to my students as a **teacher** (7 years) and economics teacher (2 years).

The **two licenses in Economics** (Business Management and General Economics) helped me in my next sales career (sales agent and then sales manager at Plusauto, Ford dealer, Sales Manager at Plus Tele Solutions, Vodafone partner and Account Manager for large account at Telekom.

High quality design is my specialty and I put passion and emotion into everything I create. If you want me in your team or just to hire me on different projects, please, contact me!

Contacts

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Strenghts

Team work ●●●●●
Creativity ●●●●●
Motivations ●●●●●
Autodidact ●●●●●

Expertise

Graphic Design
Illustrations
Branding
Animations
Video Processing

Software skills



Language

Romanian ●●●●●
English ●●●●●
French ●●●●●



Claudia Achim

Illustrations

Illustrations

Illustrations

My first
Personal Project

Portraits

I have always been passionate about human expressiveness that I wanted to reproduce using various techniques.



Logo/Branding

Logo/Branding

Logo/Branding

Client
SS Clinique
2021, Craiova

SS Clinique

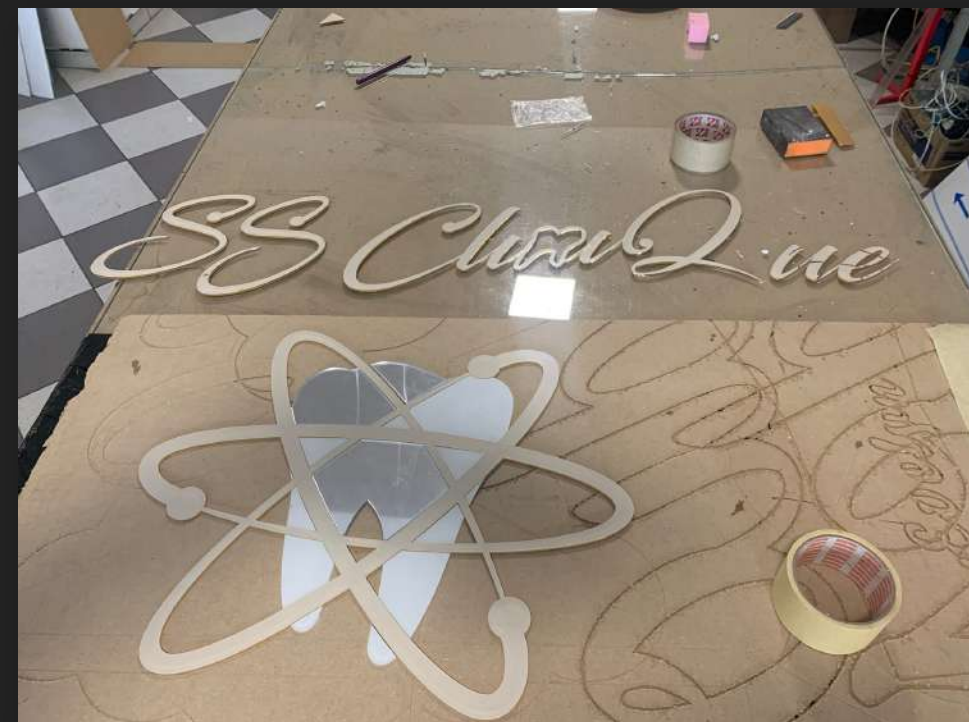
Brief

The client opens a dental clinic. He wants an elegant logo, in golden shades that includes a symbol of the activity.

Solution

I made a unique font, calligraphic and slightly sloping, with a symbol of a tooth instead of the letter "n". The logo was cut in the gilded mirror, next to a symbol of a tooth and posted at the reception.

SS Clinique



Infographics

Infographics

Infographics

Client
SMART LEADERSHIP
2021, Germany

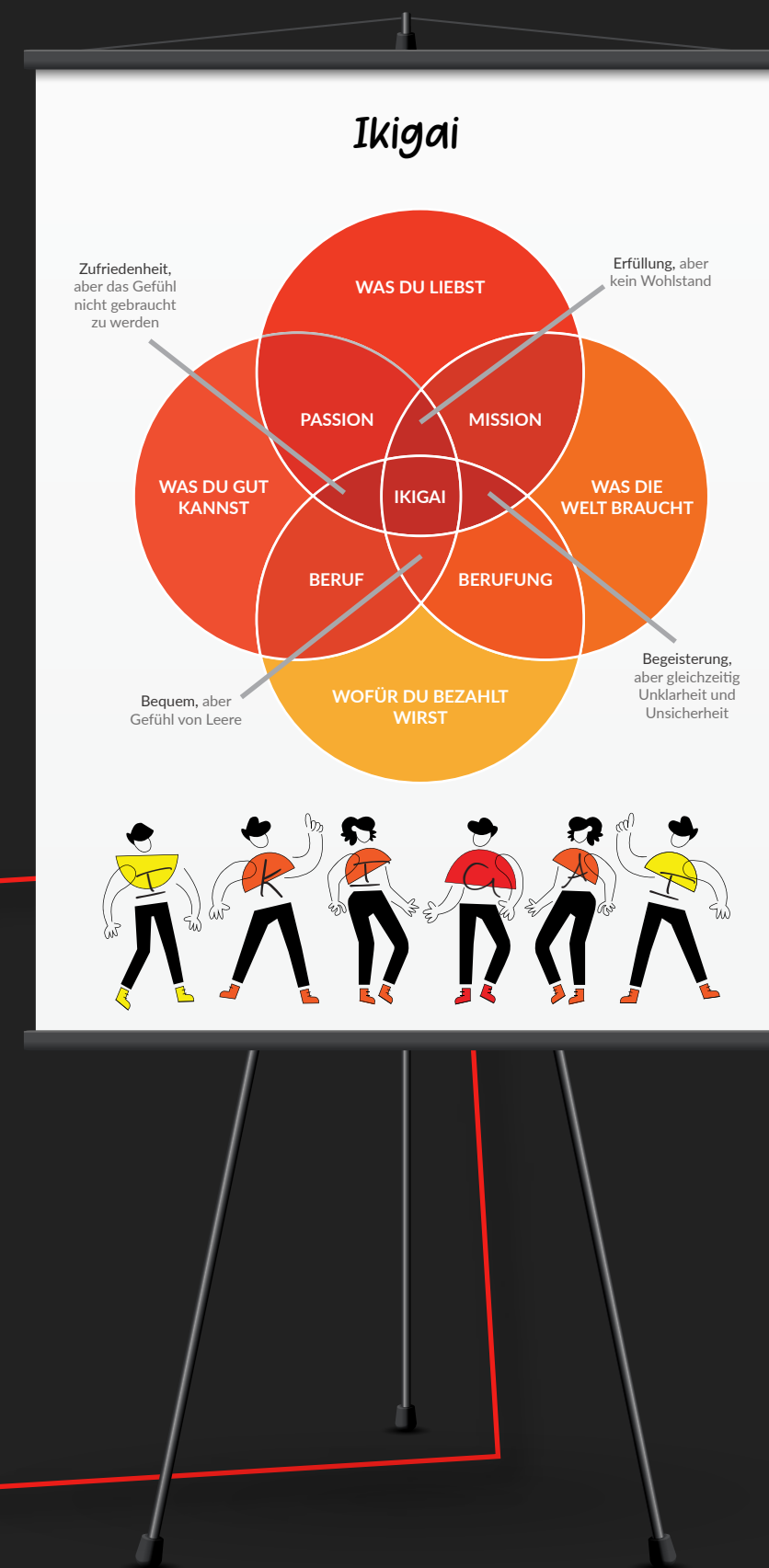
Power Point

Brief

The client is a trainer and coach. He wanted to increase the attractiveness of the courses through presented materials (flipchart pages, Power Point presentations).

Solution

I integrated the infographics in flipchart sheets that contain specially created characters.



Flyers/Brochure

Flyers/Brochure

Flyers/Brochure

Different clients
Freelancing

2020-2022



<https://online.fliphtml5.com/vdroz/fljq/#p=1>

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Dr. Neema More

As a freelancer, I approached different styles, I found solutions for the projects I was involved in and I was curious to discover new techniques.

DR. NEEMA MORE

AMERICA'S

FAVORITE DOCTOR

Encouraging Uplifting
Inspiring Impactful

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- * WELLNESS COACHING
- * SUPPLEMENT ADVICE
- * NUTRITIONAL RECOMMENDATIONS
- * WEIGHT LOSS MANAGEMENT GROUPS
- * CBD GROUPS

FOLLOW DR. NEEMA

@drneemamoore
 @dr_neema_moore
 @1gooddoc

CONTACT ME FOR A CONSULTATION

drneema@wellnesswithinva.com
(804) 256-3355

Product Design

Product Design

Product Design

Client
alma
2022, Germania

alma



Brief

The client developed its own range of products for which it wanted an organic, minimalist design using packaging made from recycled materials.

Solution

I have created a uniform identity and style for all the products, starting with the logo. The colours used are warm, the font chosen is modern but in line with the style of the logo. The website address is posted with QR Code on all products for easy access.

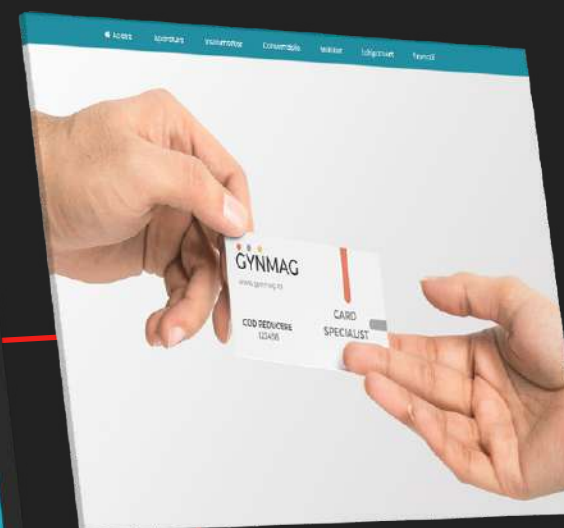
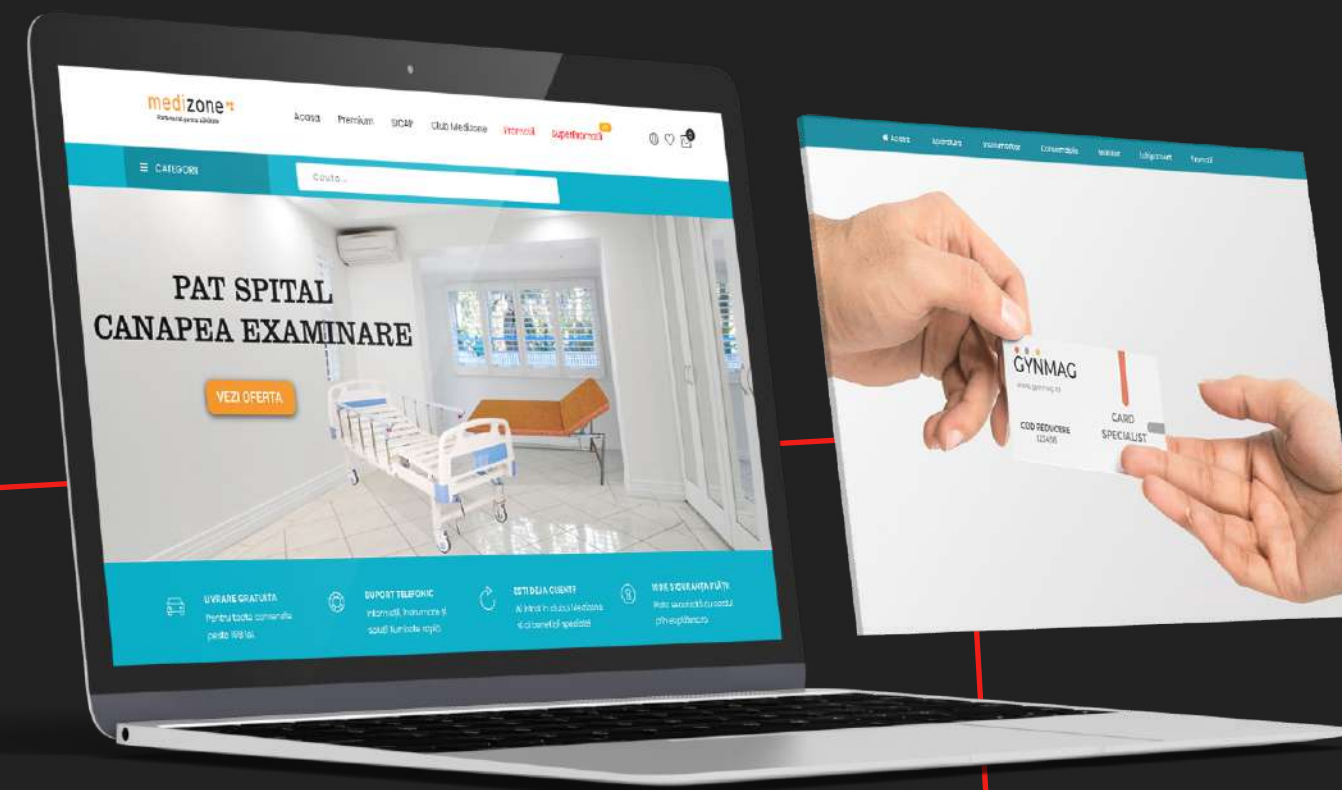
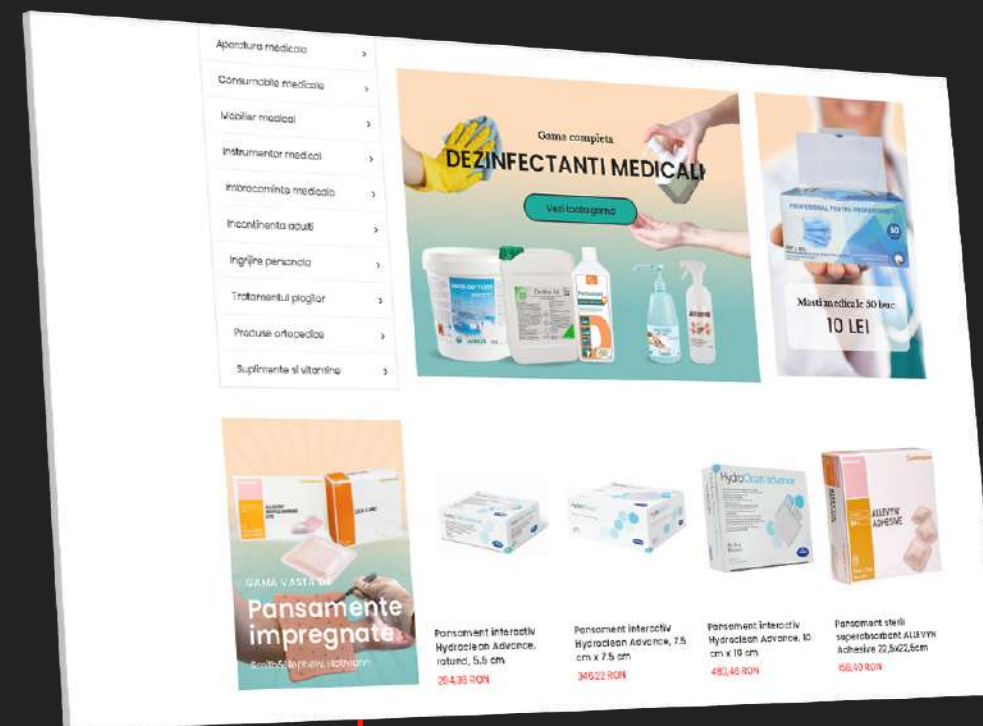


<https://www.alma-cbd.com/>

click
here

Google Ads

Advertising Banner Advertising Banner Advertising Banner



Web design

Web design

Web de

Client

Roklast Wood

2021, Ilfov, Romania



Website

Brief

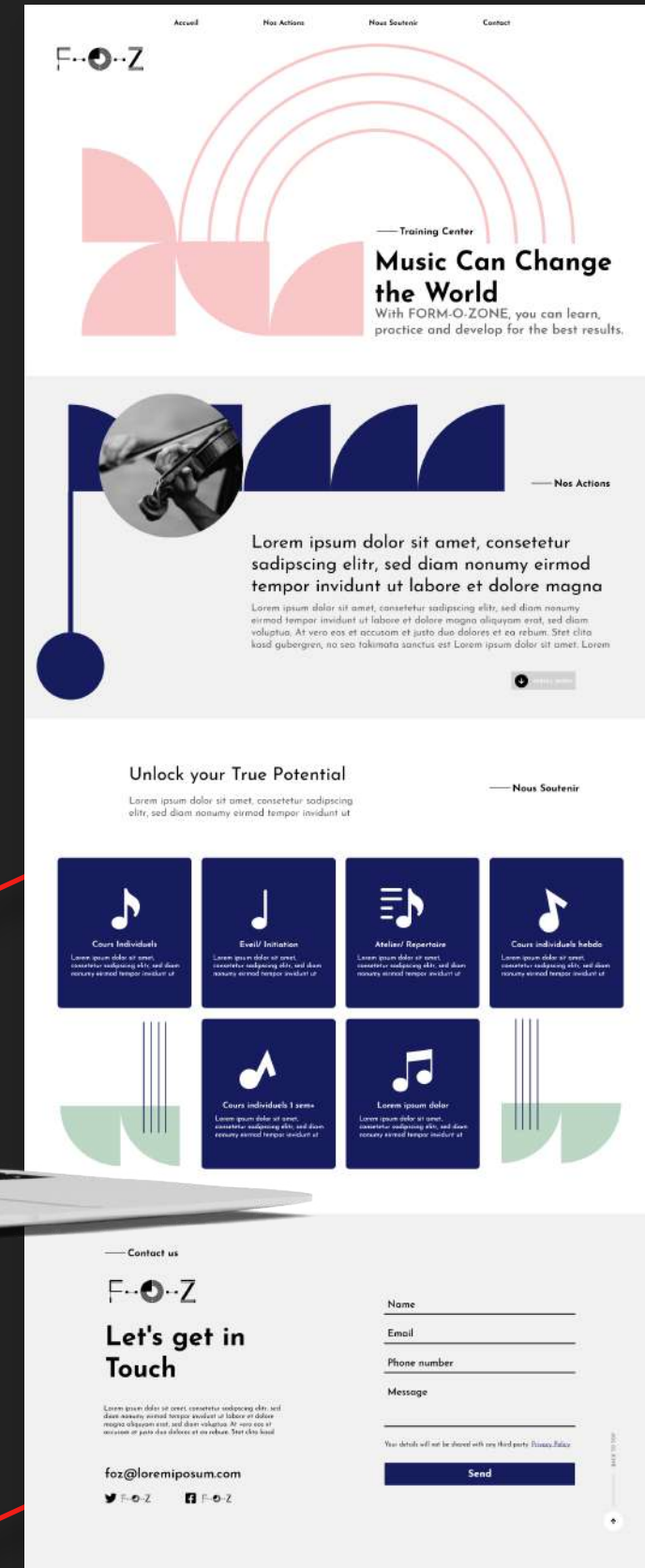
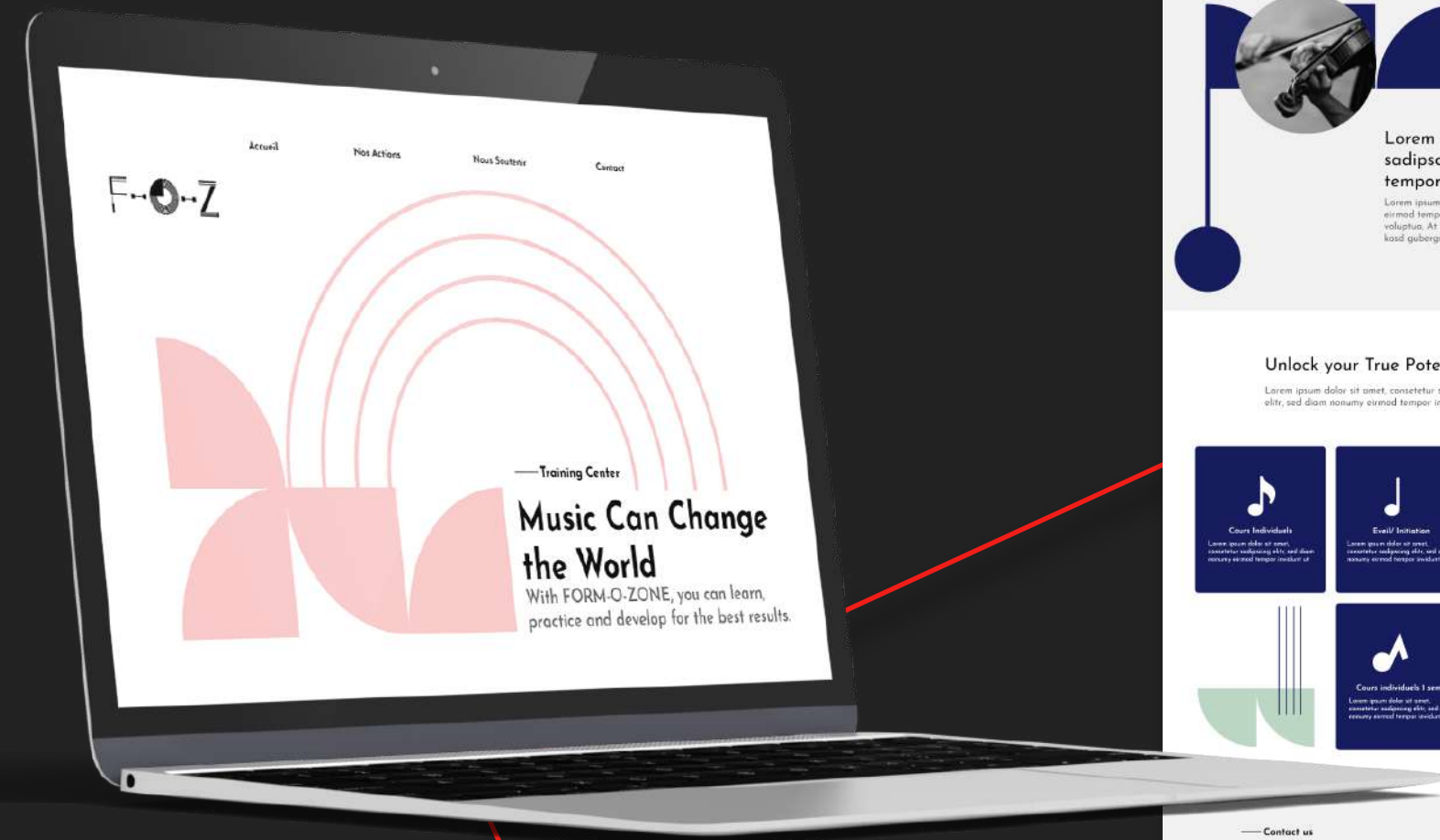
The client has a carpentry workshop for which he wants an elegant site, in colors specific to the activity, using fewer images and more graphics.

Solution

I built a site using elegant fonts, in a combination of dark brown and gold with many effects on the images used. The graphics are inspired by the components of the logo. The final structure of the site was presented to the client as a prototype in Adobe XD.



Website Website Website



Client
Form-O-Zone
2021, France

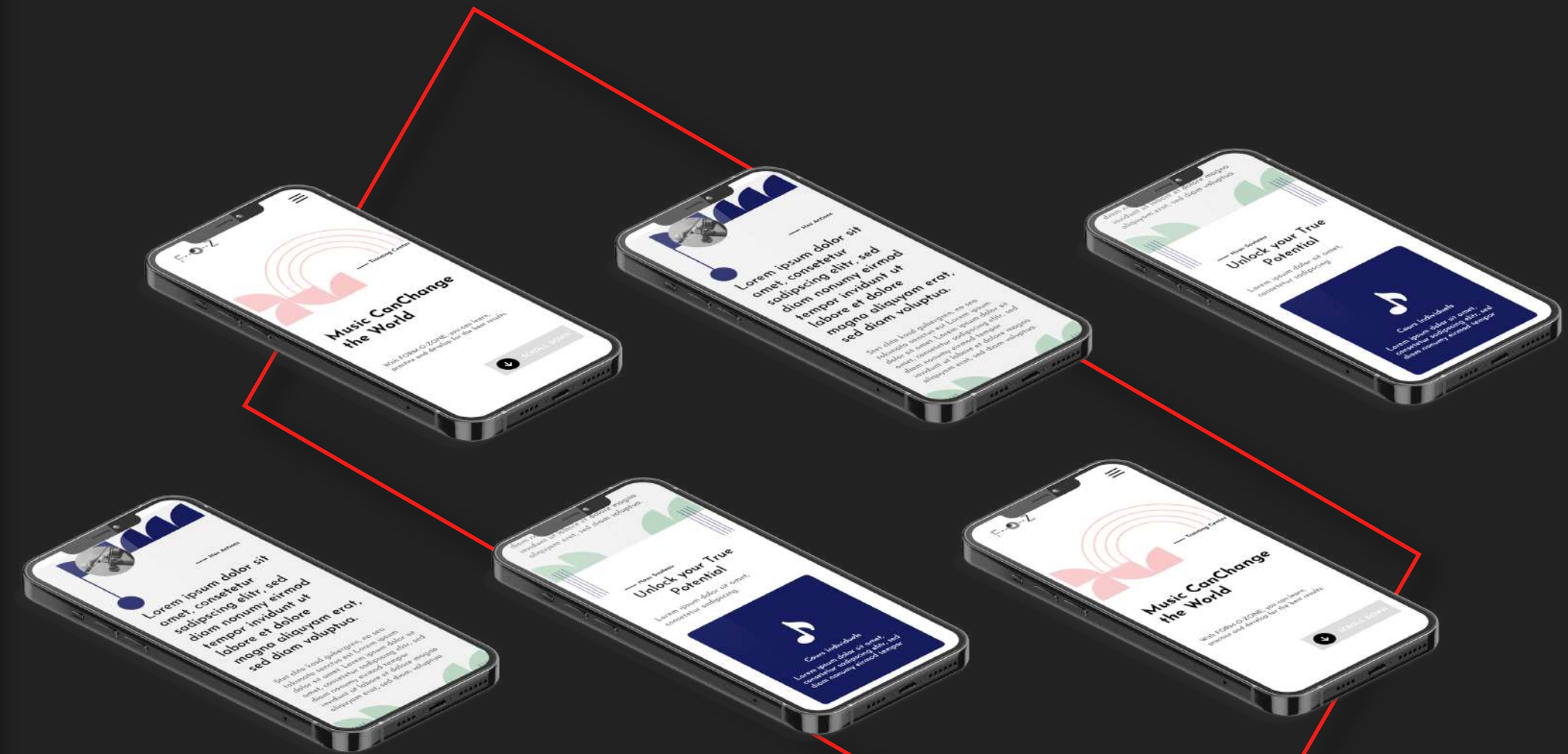
Mobile version

Brief

The client is the Institute of Music from Toulon, France. The request was to create a web and mobile version for a site that would present the courses of various musical instruments.

Solution

I created the site from a symbolic representation of musical notes and portable, in warm tones, but full of energy.



Mobile game

Mobile game

Mobile game

Client
Silvian Achim
2020, Craiova

Hidden Ships (on Android)

Brief

The client is a young programmer. He coded a game inspired by the classical game with ships (planes) for which he needs graphic design.

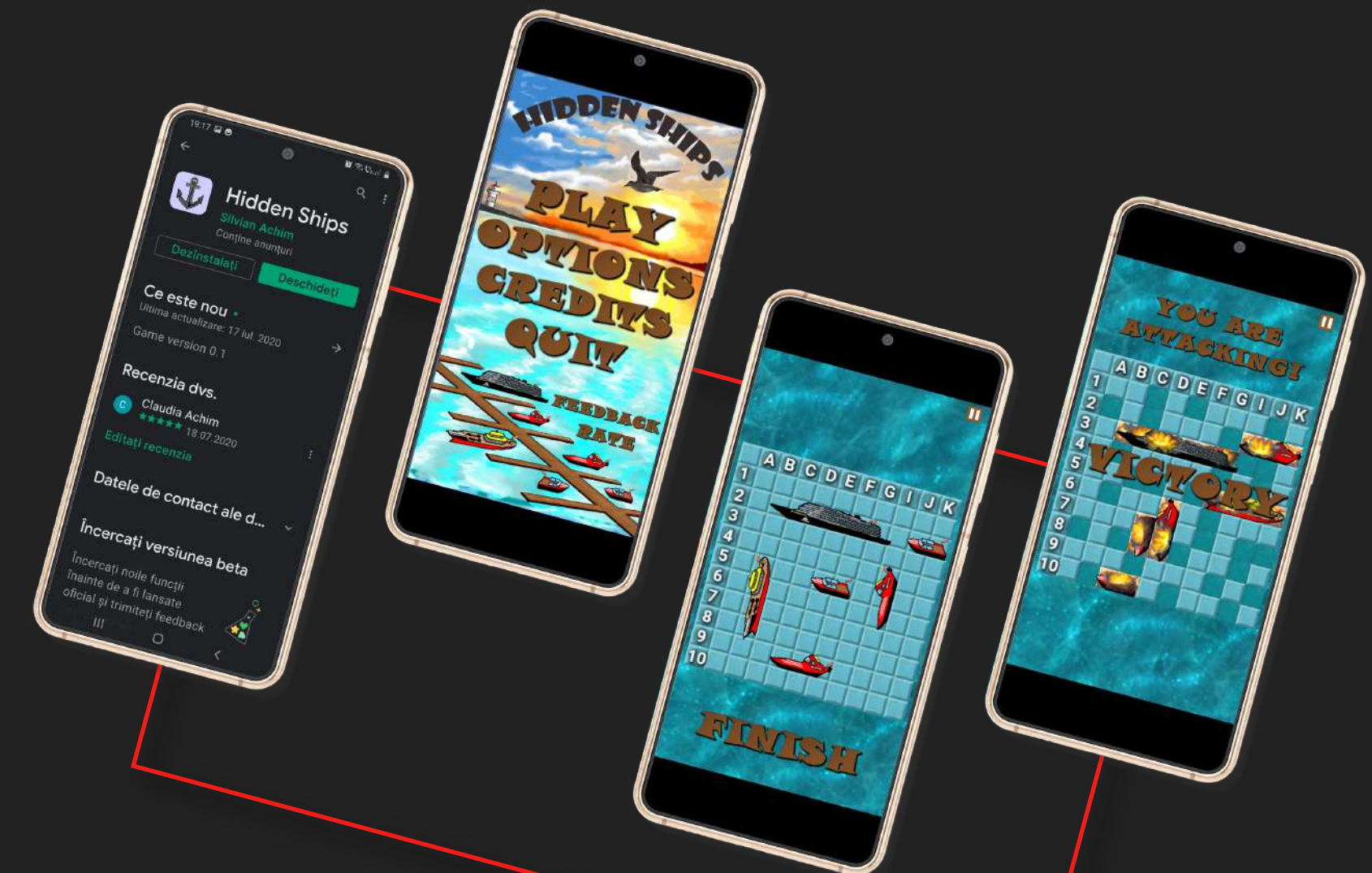
Solution

I drew the ships, the presentation images and the logo, with the head of a young lion, in Photoshop to the required dimensions.

The game is available on Play Store with the title Hidden Ships and the anchor logo.



	A	B	C	D	E	F	G	H	I	J
1									X	
2										
3				X						
4			X							
5								X	X	
6										
7						X				
8										
9		X	X					X		
10										



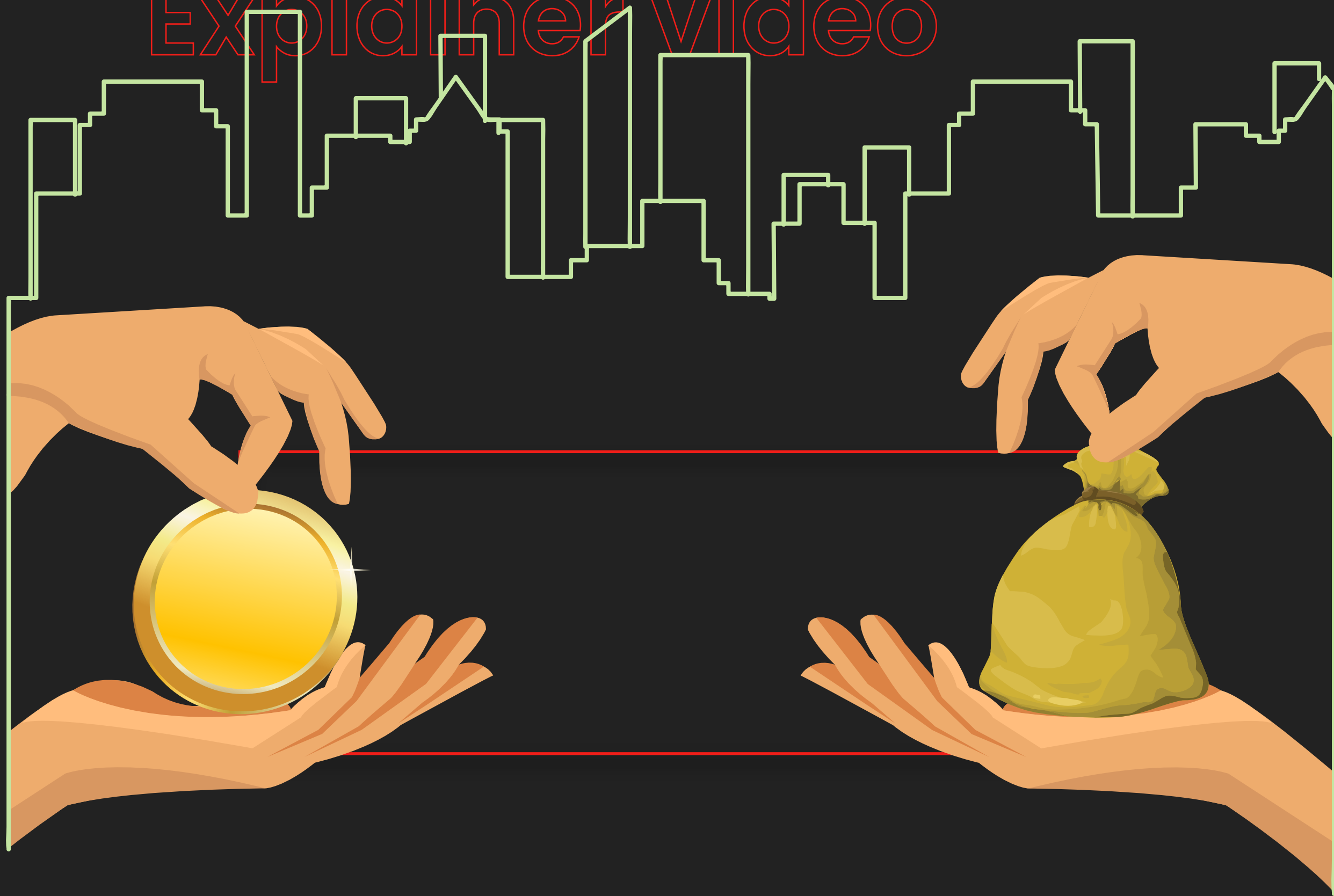
Old game

New game

Explainer video

Explainer video

Explainer video



Client

CAR Economia

2021, Craiova

Save smart!



Brief

The client is a financial institution that operates in the microeconomics and microcredit segment. In order to differentiate and attract customers, he needs an explanatory presentation of the activity.

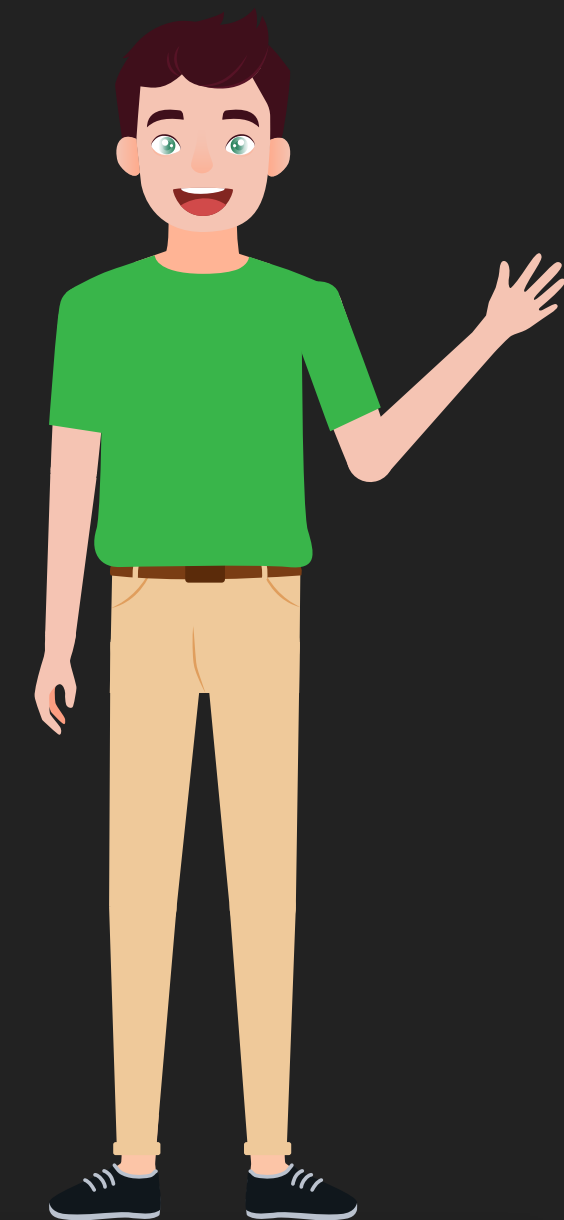
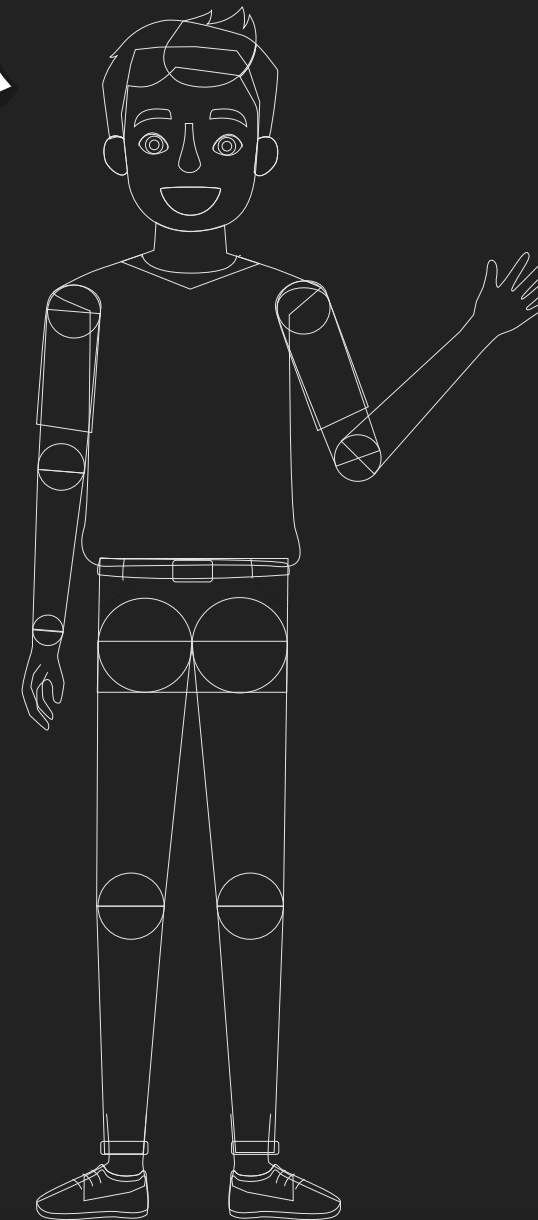
Solution

Based on the text provided, (a lot of text) I created a video explainer of 1 minute and 43 seconds that presents in an attractive way, but also clearly, how you can save smartly if you deposit money at this institution.

The presentation is posted on the Youtube channel of CAR Economia:

<https://www.youtube.com/watch?v=HjMBAm3kGTM&t=1s>

click
here



Explainer video

Explainer video
Explainer video



Client

CAR Economia

2021, Craiova



Life story (with voice over)

Brief

The client wants to show that everyone's life can be improved by accessing small loans for various needs. Emphasis must be placed on the notion of story and emotion.

Solution

I created a video explainer with voice over support. This made the text-driven images run smoothly. The scenes take place following a couple from youth to old age. There are romantic accents, tender, but also cheerful.

This presentation can be found on the Youtube channel of CAR Economia:

<https://www.youtube.com/watch?v=tpqoSPXU8E0>



Video processing

Video processing

Video processing



Client
**Above All
Associations**
2021, United States.

Intro/logo animation

Brief

The client wants a video intro that contains an animation for the logo. The use of the logo, the colors and the idea to be transmitted was made available to me in a brand guide.

Solution

I created the animation of the logo which I integrated in a succession of images according to the specifications of the guide. I added the audio part to accentuate the visual. The intro video can be viewed in my portfolio on Behance:
<https://www.behance.net/achimclaudia>

click
here



“Creativity isn't a switch that's flicked on or off; it's a way of seeing, engaging and responding to the world around you.”

// **Rod Judkins**

My future projects:

A new video explainer for CAR Economia and a new Video Intro and animated logo for Moetsi. My goal is to develop my skills, learn new programs (Adobe Animate, Lightroom, Dimension) and be part of a company that can enhance my abilities.

thank you
THE
END