

A COLLECTION OF MY WORKS

BY CLAUDIA ACHIM

# 2022 *portfolio*

*CA*

# CONTENT

## Self introduction

/ Curriculum Vitae

## Illustrations

/ Personal Project

/ Portraits

## Logo/Brand Identity

/ SS CliniQue

## Product Design

/ alma

## Advertising banners

/ Google Add banners

/ Web site banners

## Infographics

/ Smart Leadership

## Flyers, brochures

/ Dr. Neema More

/ Smart Leadership Online

/ alma

## Web & mobile design

/ Form-O-Zone

/ Roklast Wood

## Mobil game

/ Hidden Ships ( on Android )

## Video explainer

/ CAR Economia-Money deposits

/ CAR Economia-Loans

## Video processing

/ Above All Associations

---

**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 - by the end of June 2023) 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

 Craiova, Romania  
 claudia.akim@yahoo.com  
 0726 813 377

## Strenghts

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

## Expertise

Graphic Design  
Illustrations  
Branding  
Animations  
Video Processing

## Software skills



## Language

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



Claudia Achim



# Illustrations

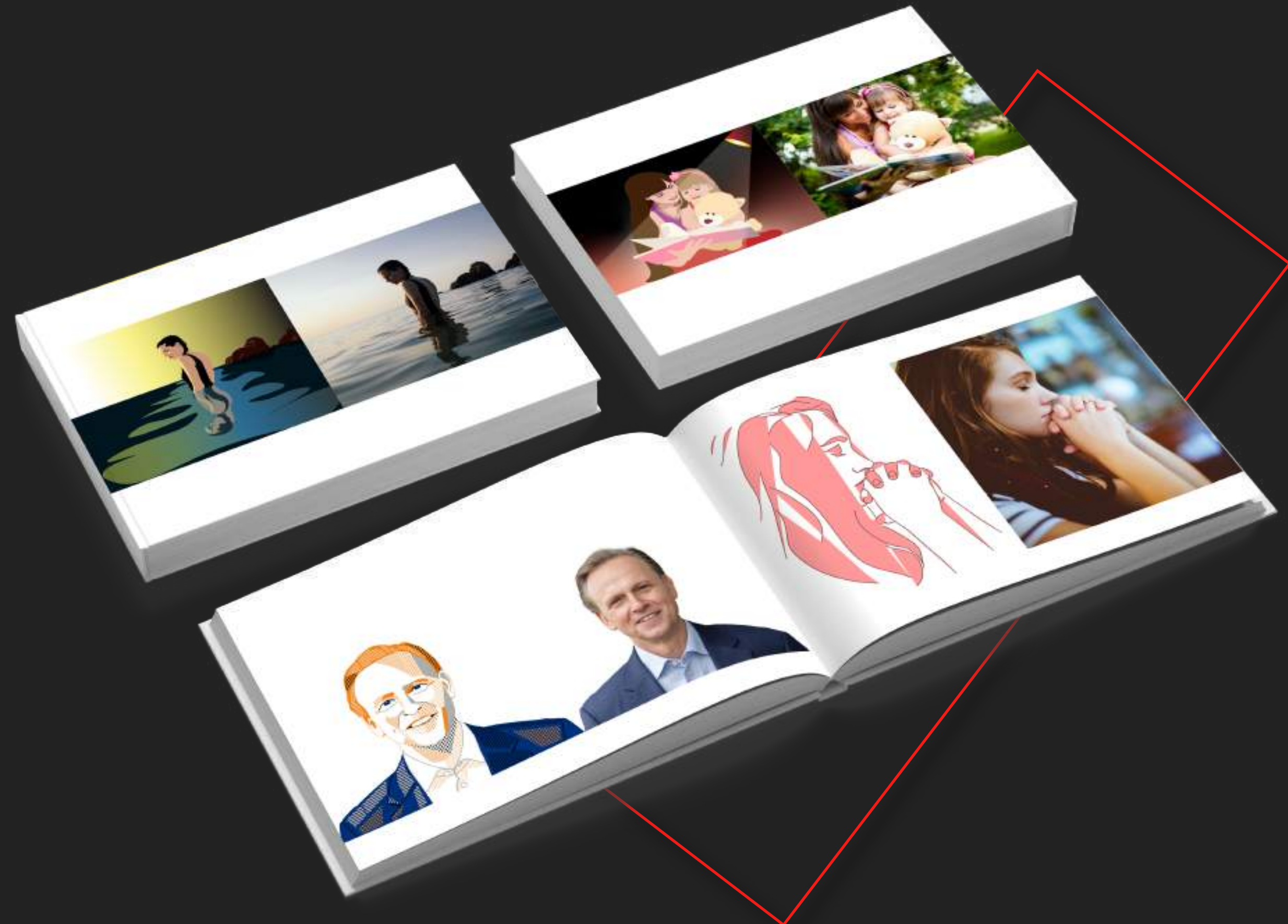
# Illustrations

# 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

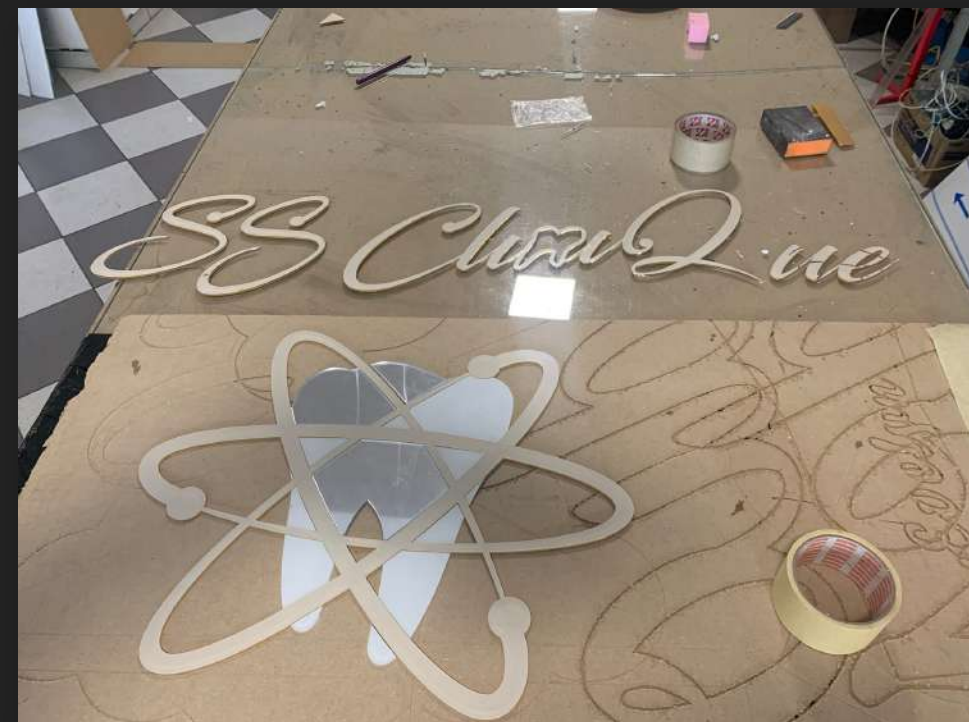
### Brief

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





# 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.





# Google Ads

# Advertising Banner

# Advertising Banner

# Advertising Banner





# Infographics

# Infographics

# Infographics

Client  
**SMART LEADERSHIP**  
2021, Germany

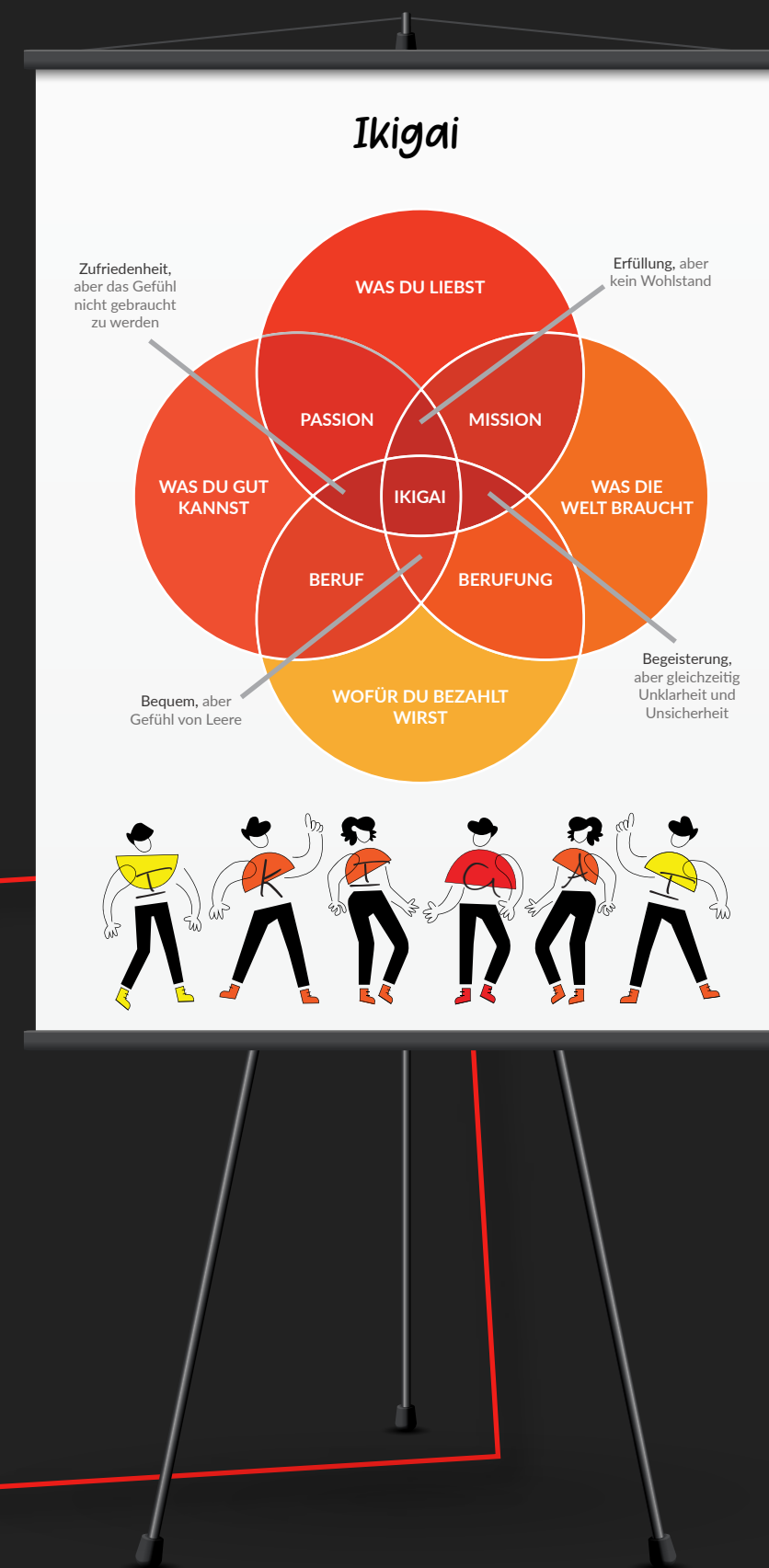
## Power Point

### 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>

click  
here



# 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

- \* CHIROPRACTIC CARE
- \* 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



# 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.

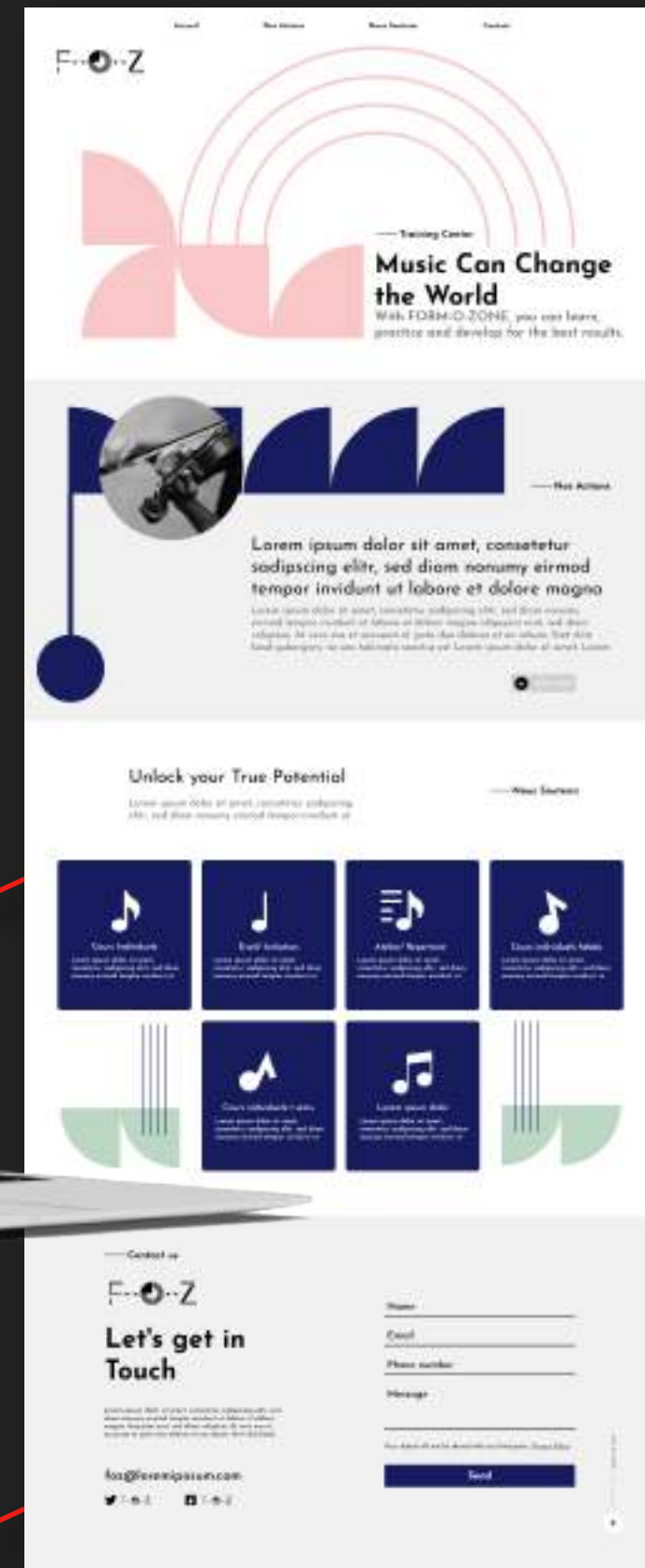
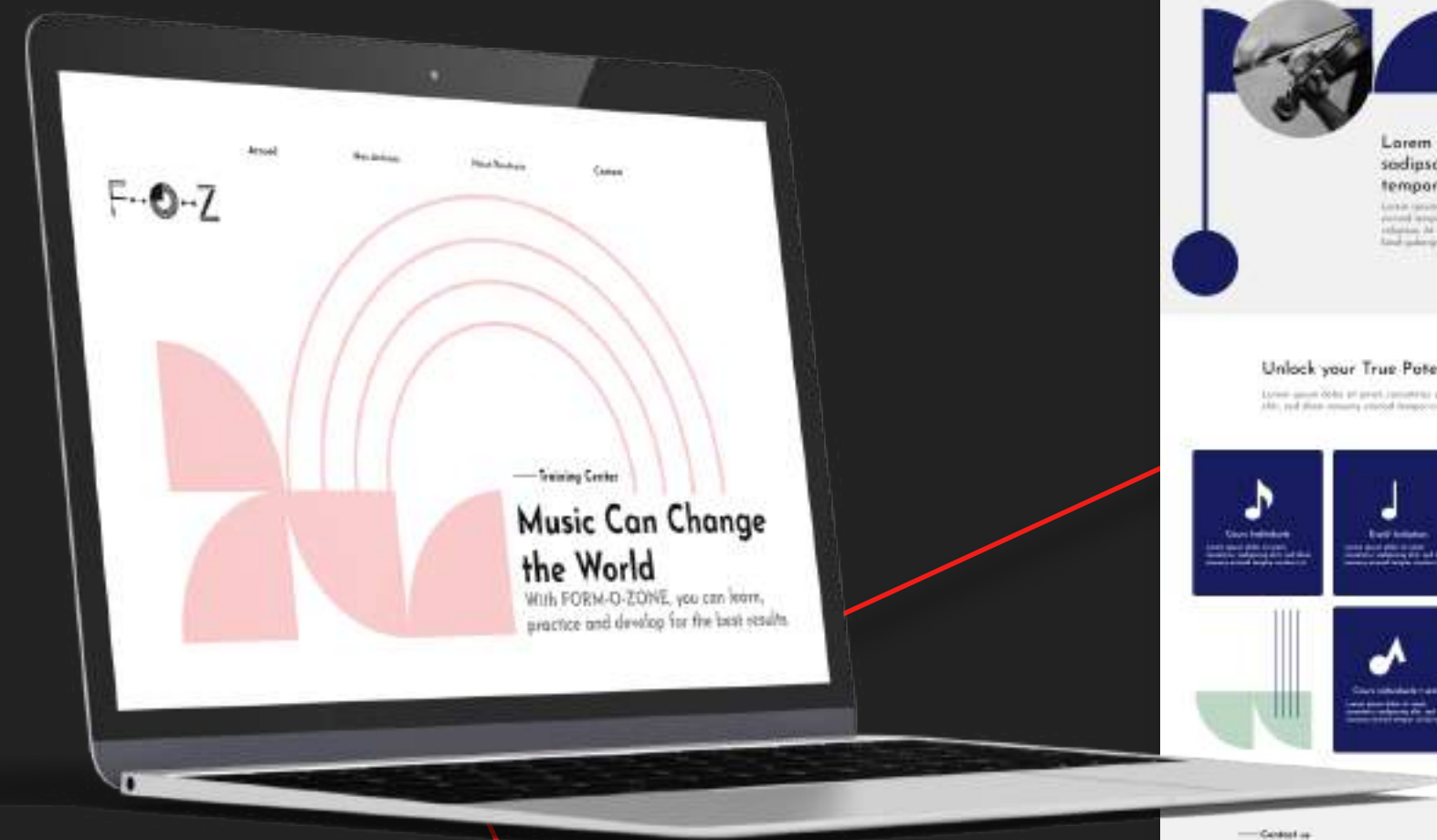
## Solution

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

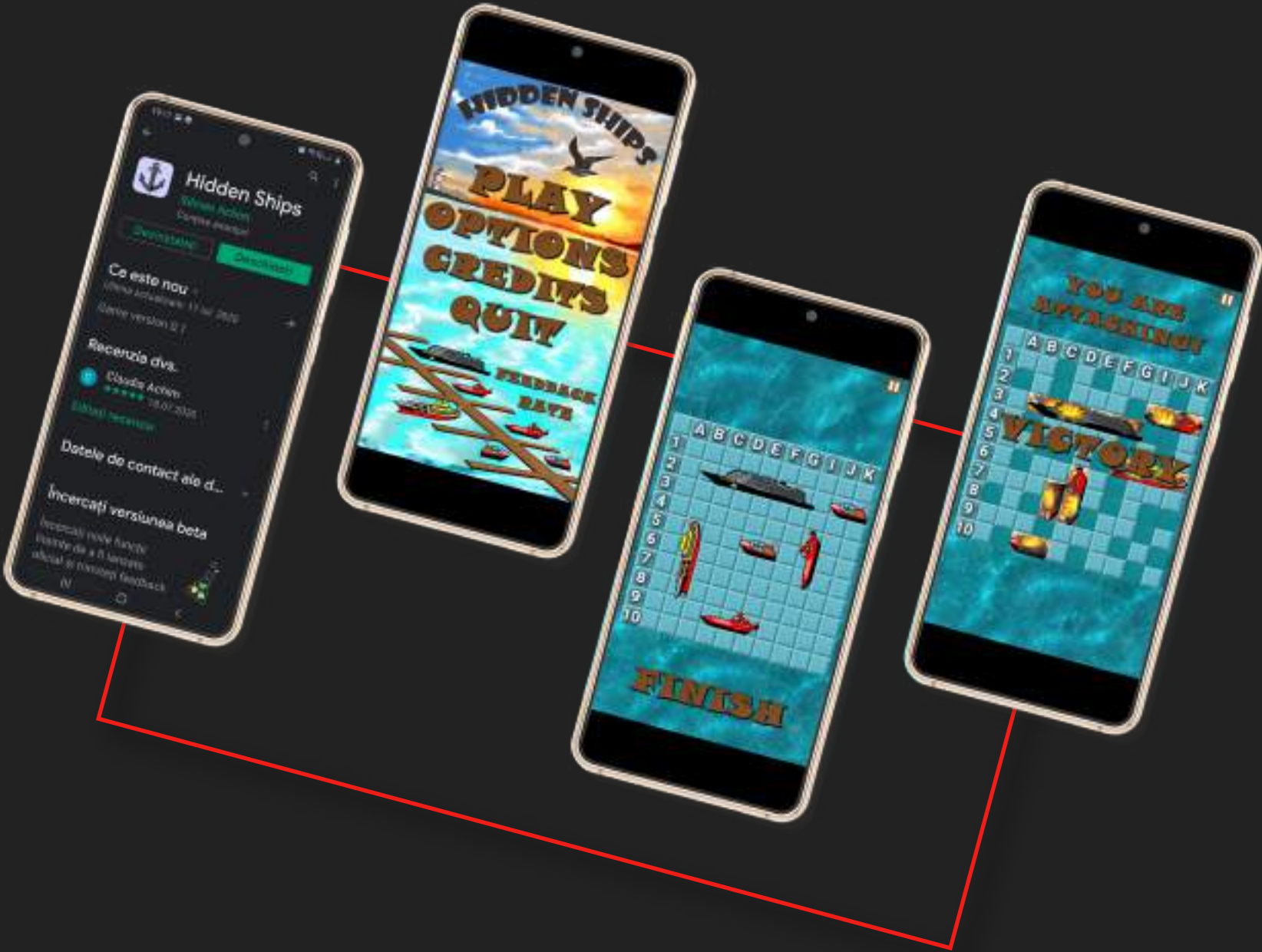
The client is a young programmer. He coded a game inspired by the classical game with ships (planes) for which he needs graphic design.

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										

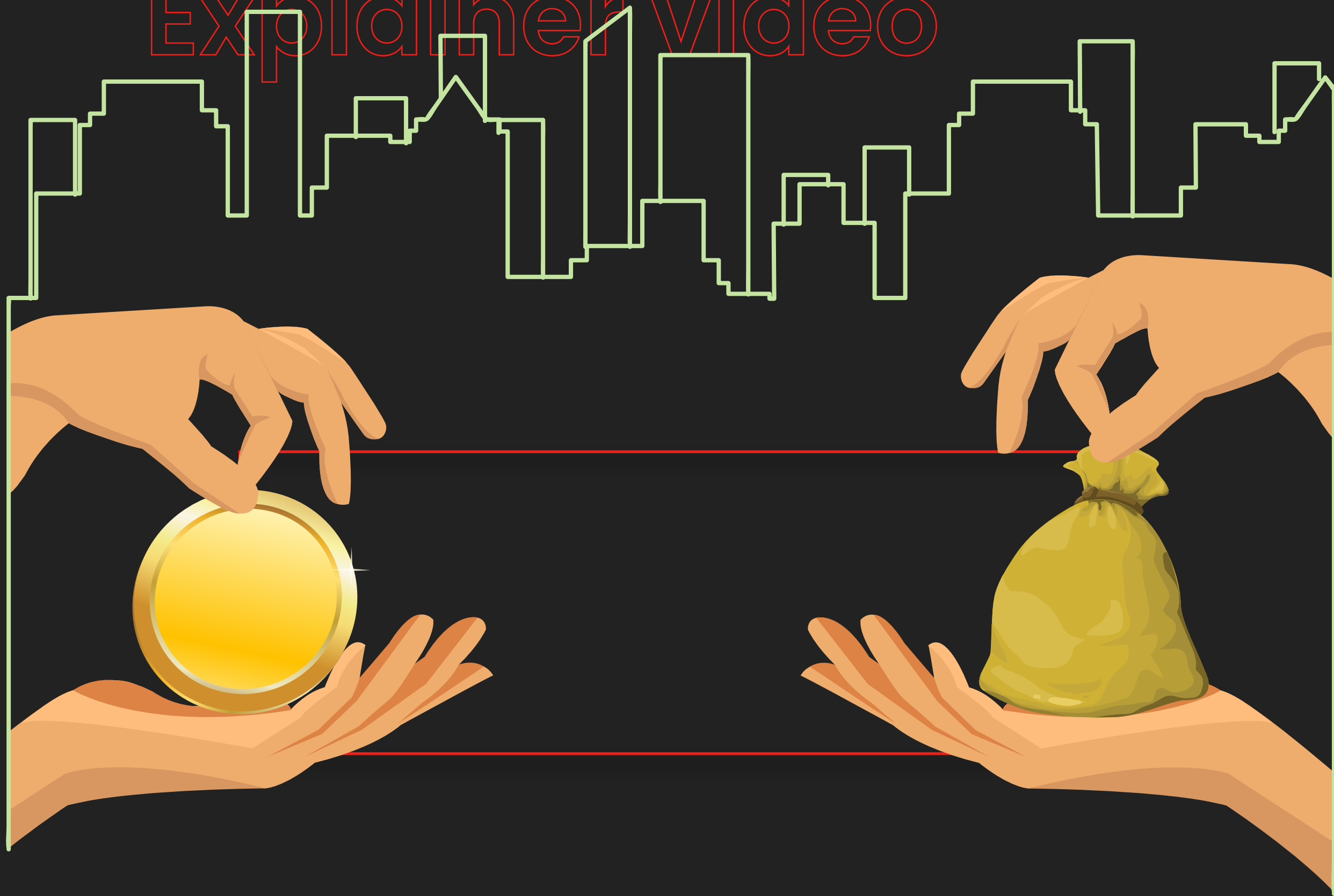




# Explainer video

Explainer video

Explainer video

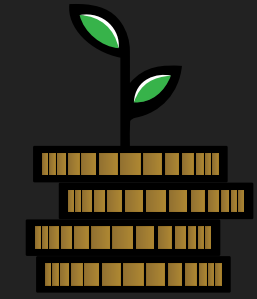


Client

**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.

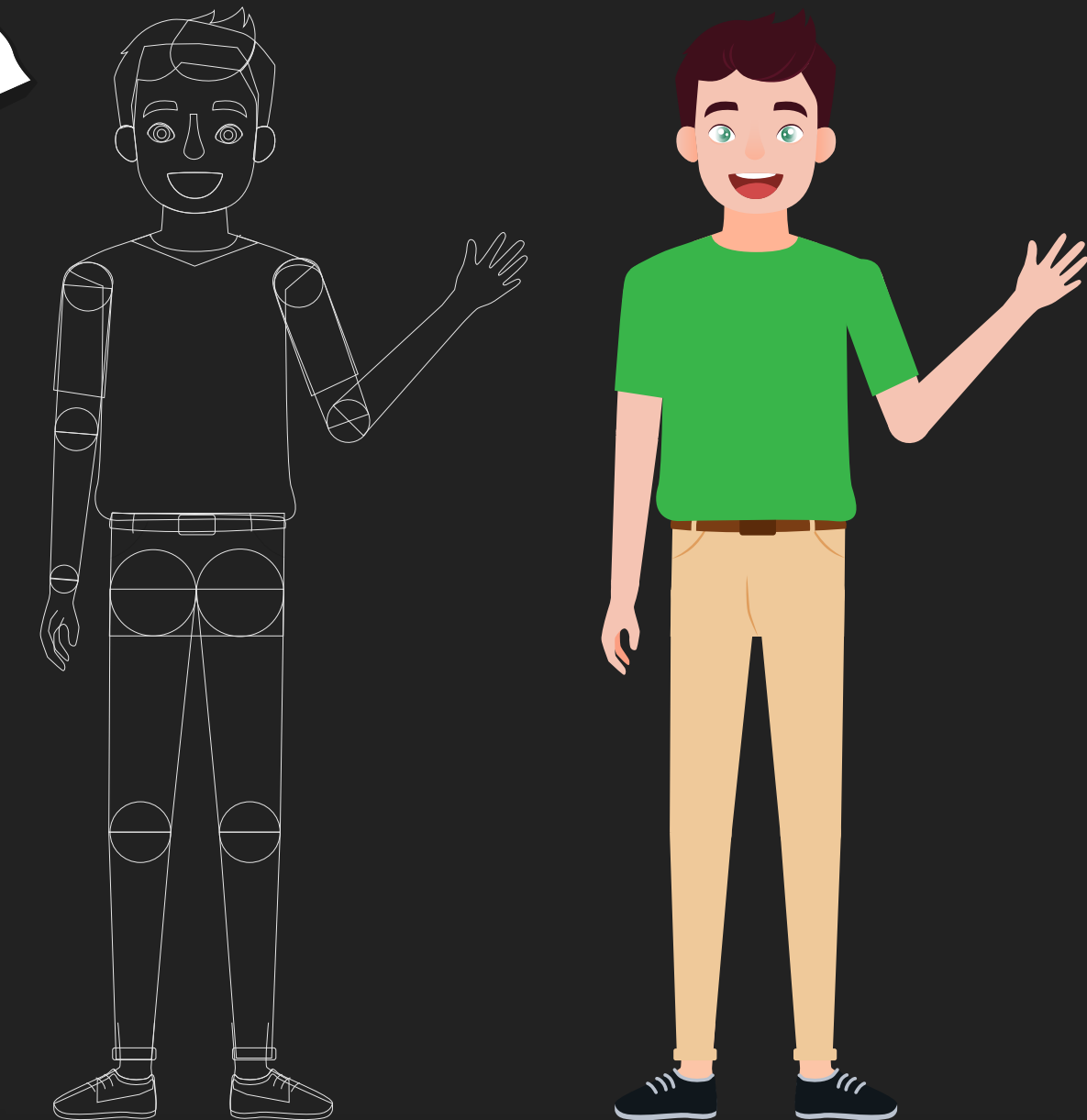
### Solution

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:**

Workshop arcticmotion 2023 and a new Video Intro and animated logo for Moetsi.  
My goal is to develop my skills, learn new programs (Blender, Substance 3D Painter) and be part of a company that can enhance my abilities.

*thank you*  
THE  
END