

A COLLECTION OF MY WORKS

BY CLAUDIA ACHIM

2023 *portfolio*

CA

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This portfolio was made by:
Claudia Achim

Made in year:
2023

Hello!

I'm **Claudia Achim**, a versatile creative professional specializing in ***Motion and Graphic Design***. I craft animated lessons as a Motion Designer at Synergetix Educational and create diverse graphic materials for e-commerce websites as a part-time Graphic Designer at Klasse Jobs Consulting.

Proficient in Adobe's Illustrator, Photoshop, InDesign, XD, After Effects, and Premier Pro, I design rich illustrations, logos, branding, web/mobile interfaces, mobile games, and captivating motion graphics. Skilled in video processing, I transform raw footage into visually pleasing content.




Before my current roles, I ***freelanced*** extensively, working on logos, banners, Photoshop edits, infographics, web/mobile design, animation, and video processing. This diverse experience built my versatile portfolio and expanded my creative outlook.

I've been passionate about art from a young age, learning painting techniques from Elena Dobriceanu Cocorascu at 12. I was the youngest member of the ***Popular School of Art's Painting*** section guided by Victor Parlac.

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). With dual degrees in Economics (***Business Management and General Economics***), I gained a new perspective, leading to roles in sales. I've been a sales agent and manager at Plusauto (Ford dealer), Sales Manager at Plus Tele Solutions (Vodafone partner), and Account Manager at Telekom.

I prioritize high-quality design, infusing passion and emotion into every creation. If you're looking for an innovative professional for your team or project, please, contact me!

Contacts

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 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

 <https://www.linkedin.com/in/claudia-achim>

 <https://www.youtube.com/@claudiaachim5883>



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

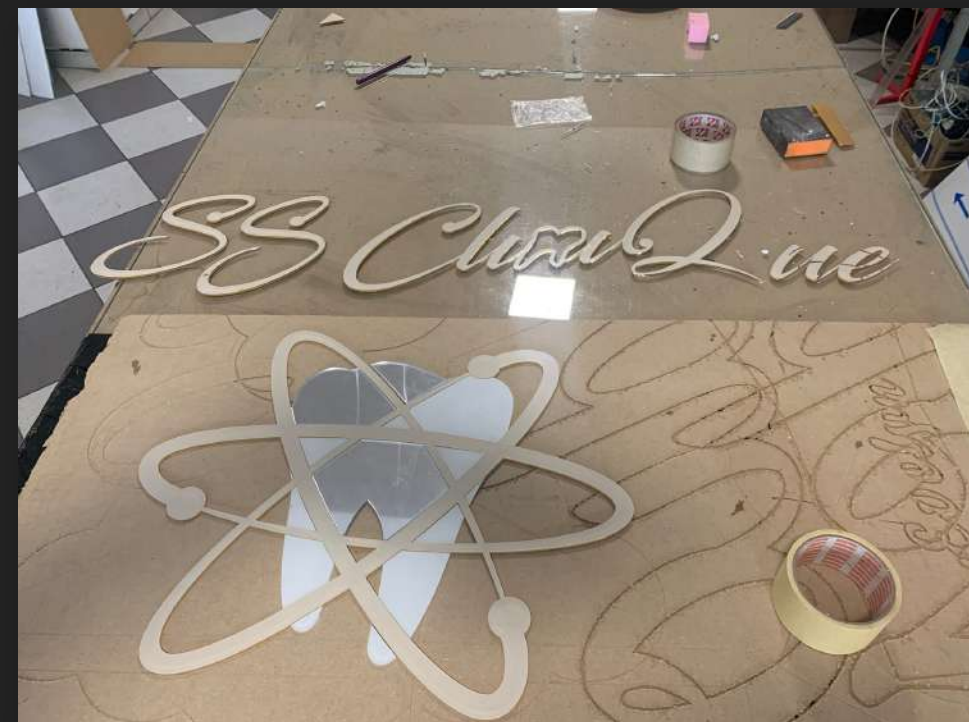
Brief

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



eLearning
eLearning
eLearning

eLearning platform
Synergetix Educational
2022–2023, Galati

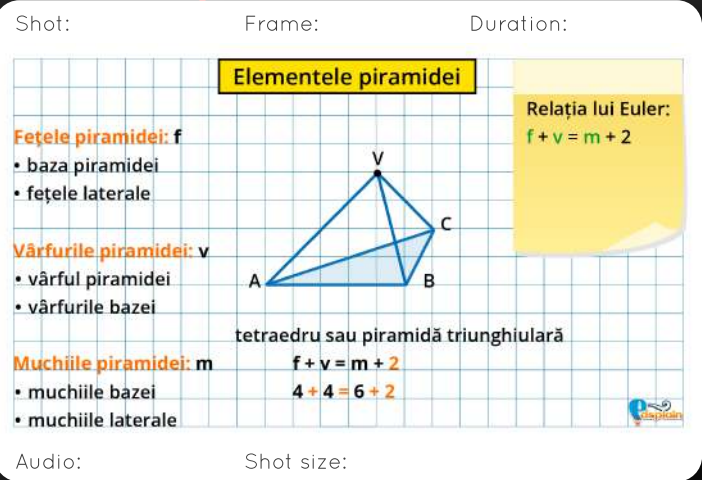
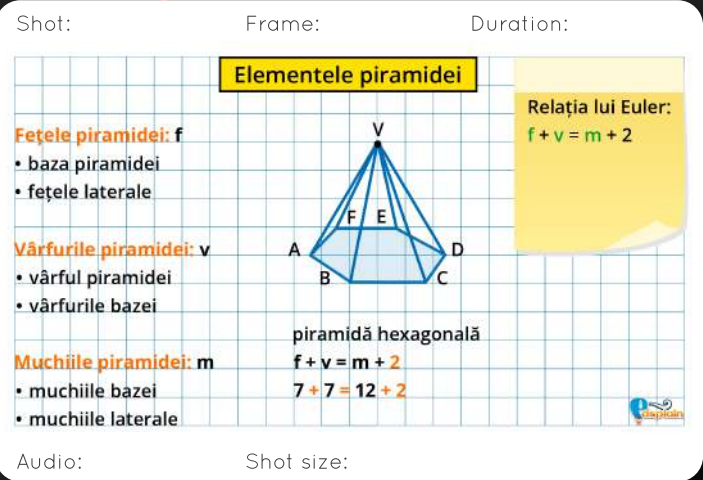
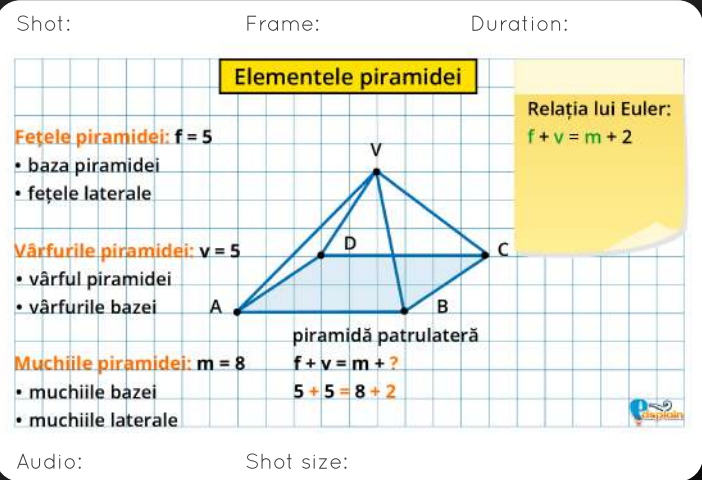
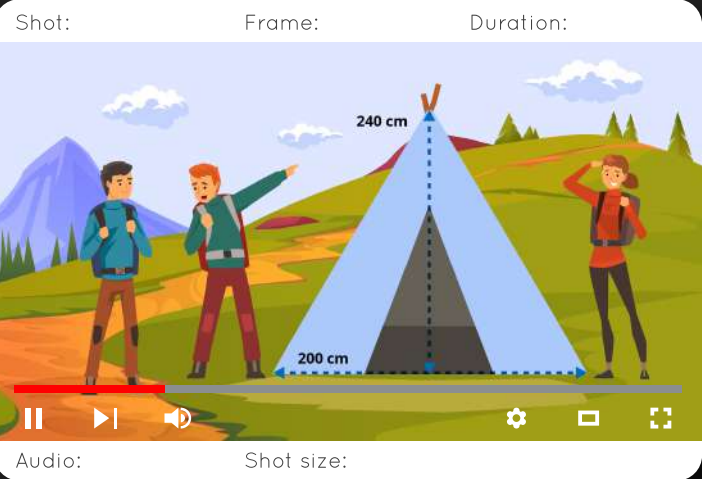
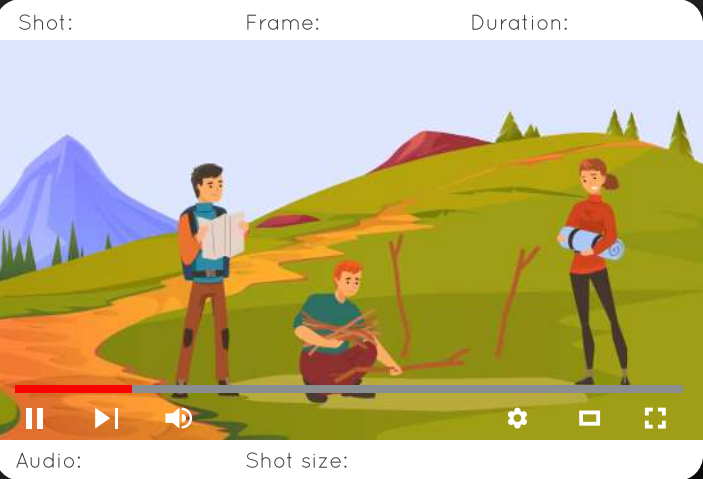
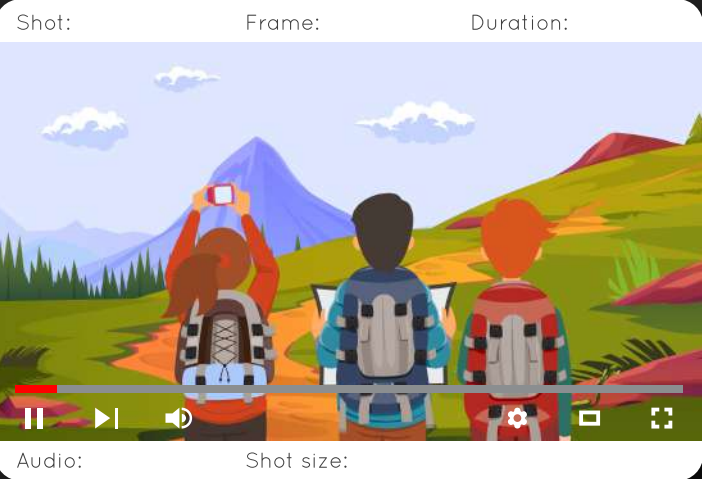
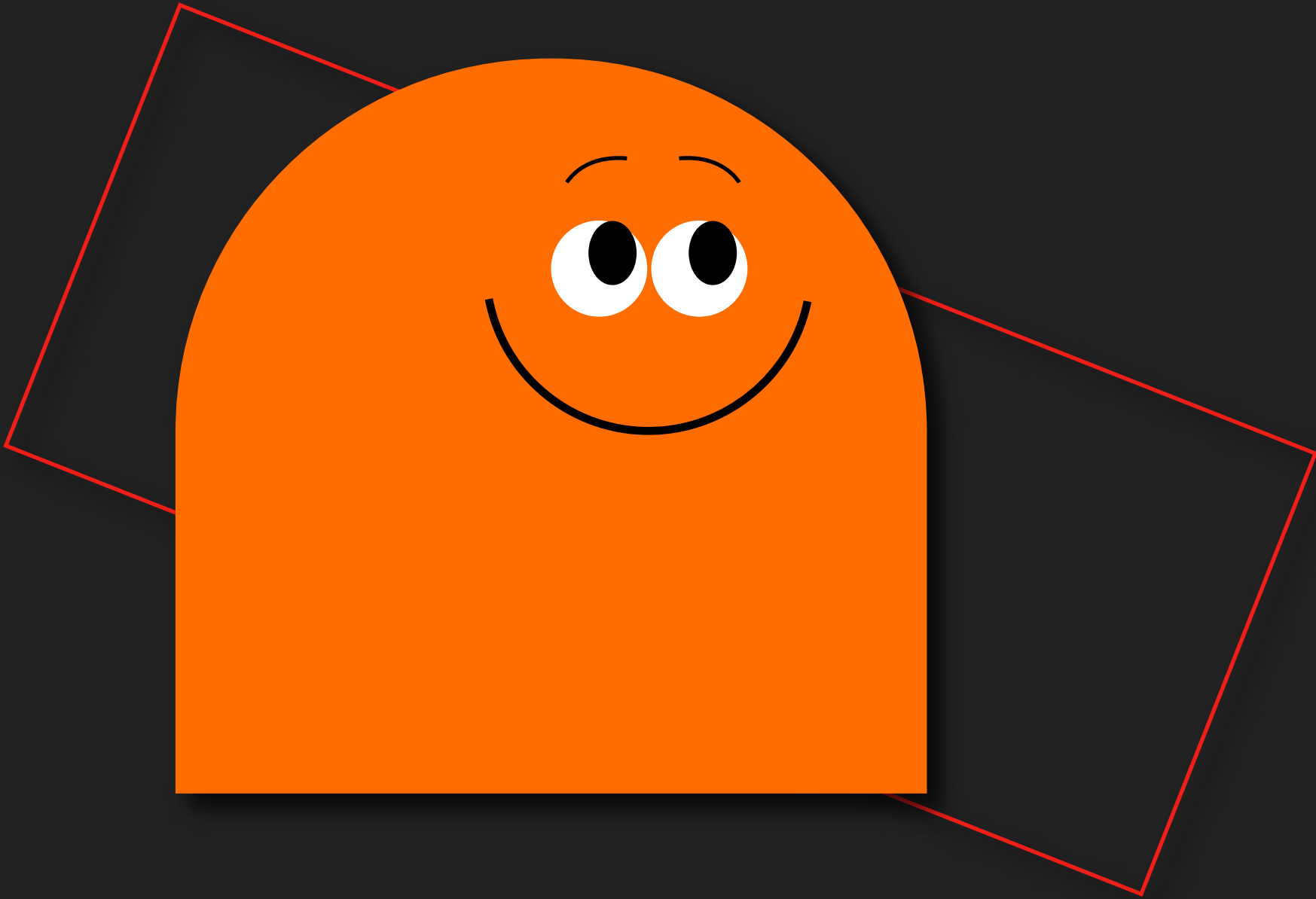
Edsplain

Brief

My objective is to create captivating and educational graphics and animations that enhance the learning experience on the Edsplain eLearning platform.

Solution

I put a lot of passion into meticulously creating graphics and animations for the Edsplain eLearning platform, with the strategic goal of enhancing the educational journey by integrating engaging visuals into the learning experience.



Animation Animation Animation



Workshop
Arctic Motion
June – August 2023

Arctic Motion

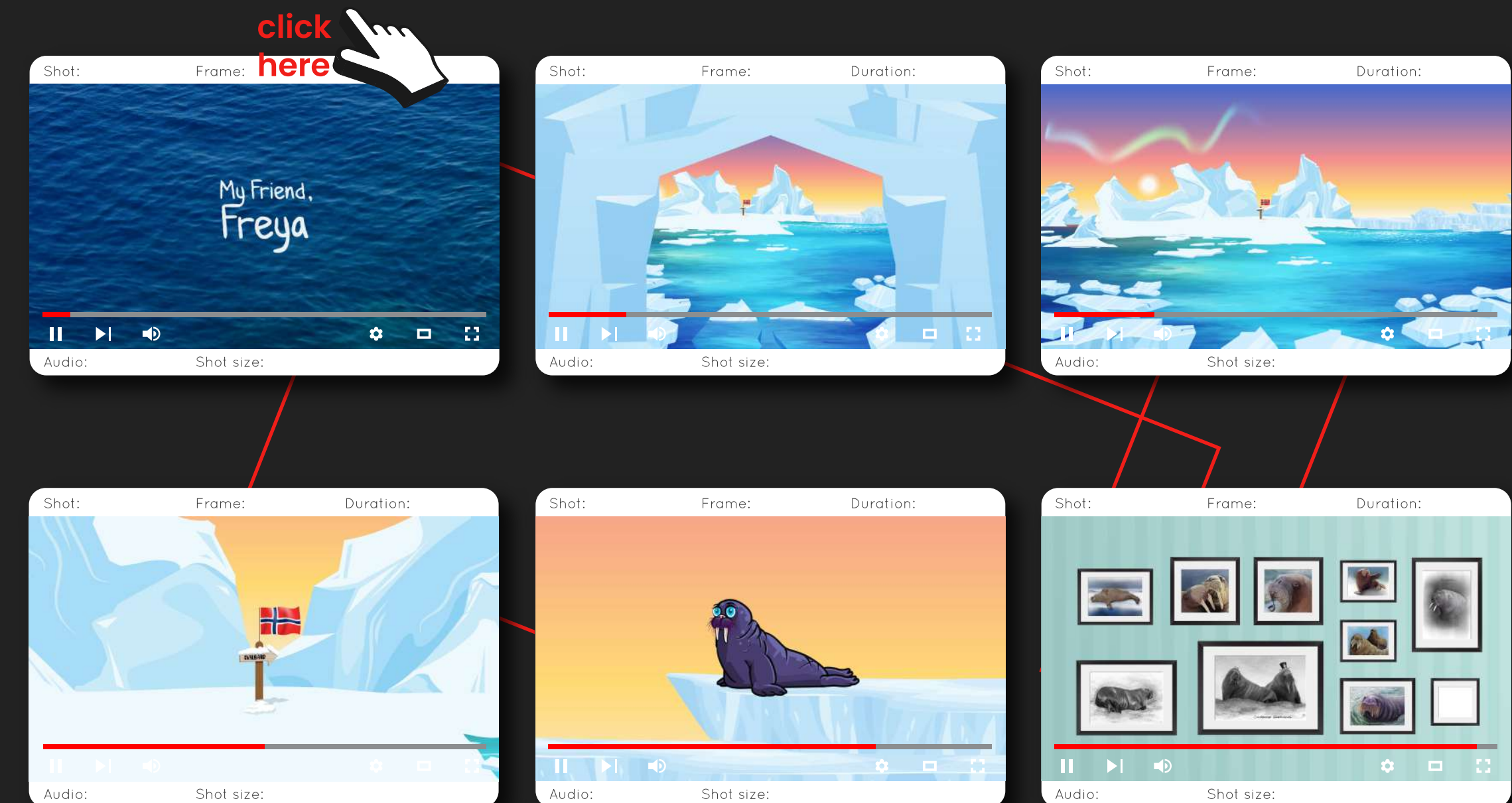
Brief

Arctic Motion is an online-based animation workshop, with the goal of working together remotely to create an animated short film from start to finish!

Solution

I handled the graphics and animation for three distinct scenes: the film's title sequence, the opening scene, and another segment within the script. Additionally, I developed a unique character named Freya the walrus, for whom I created various animations. I take great pride in our collaborative effort and am optimistic that the animated film will be warmly received at the upcoming animation festivals where it is set to be showcased.

<https://www.facebook.com/RodFestival/videos/836660761403619>



Infographics

Infographics

Infographics

Client
SMART LEADERSHIP
2021, Germany

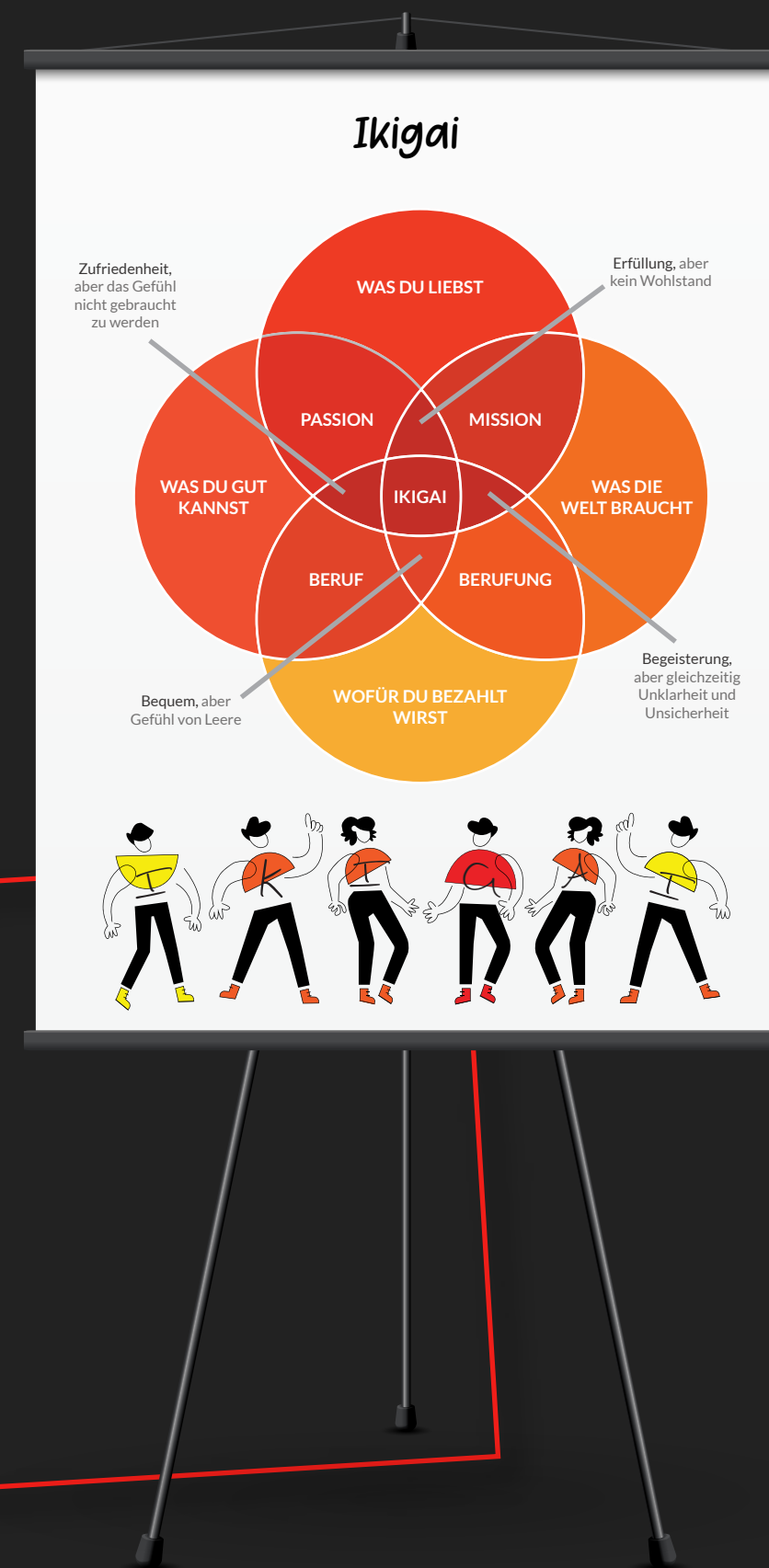
Power Point

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

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.



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

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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

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 @dr_neema_moore
 @1gooddoc

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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/>

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Web design

Web design

Web de

Client

Roklast Wood

2021, Ilfov, Romania



Website

Brief

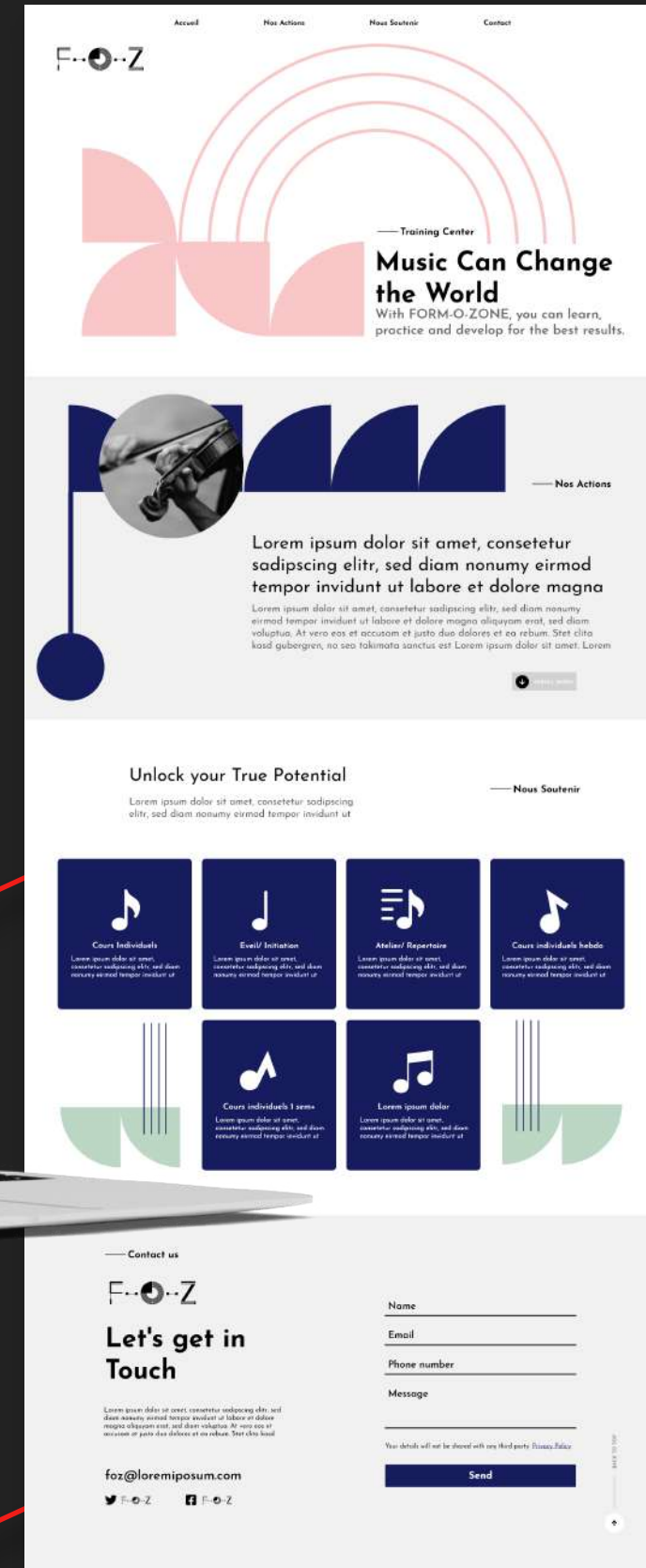
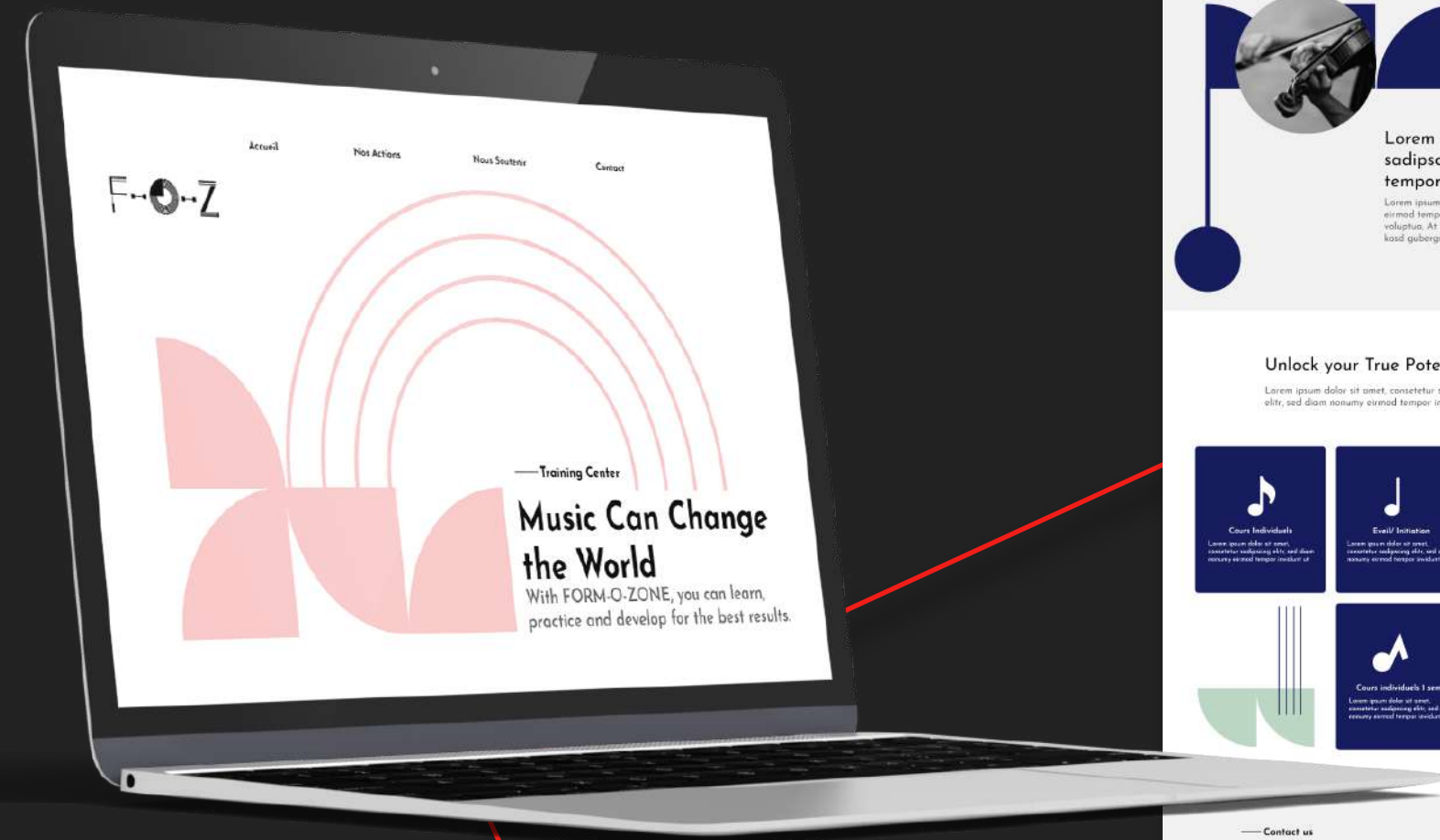
The client has a carpentry workshop for which he wants an elegant site, in colors specific to the activity, using fewer images and more graphics.

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



Old game

New game

Hidden Ships (on Android)

Brief

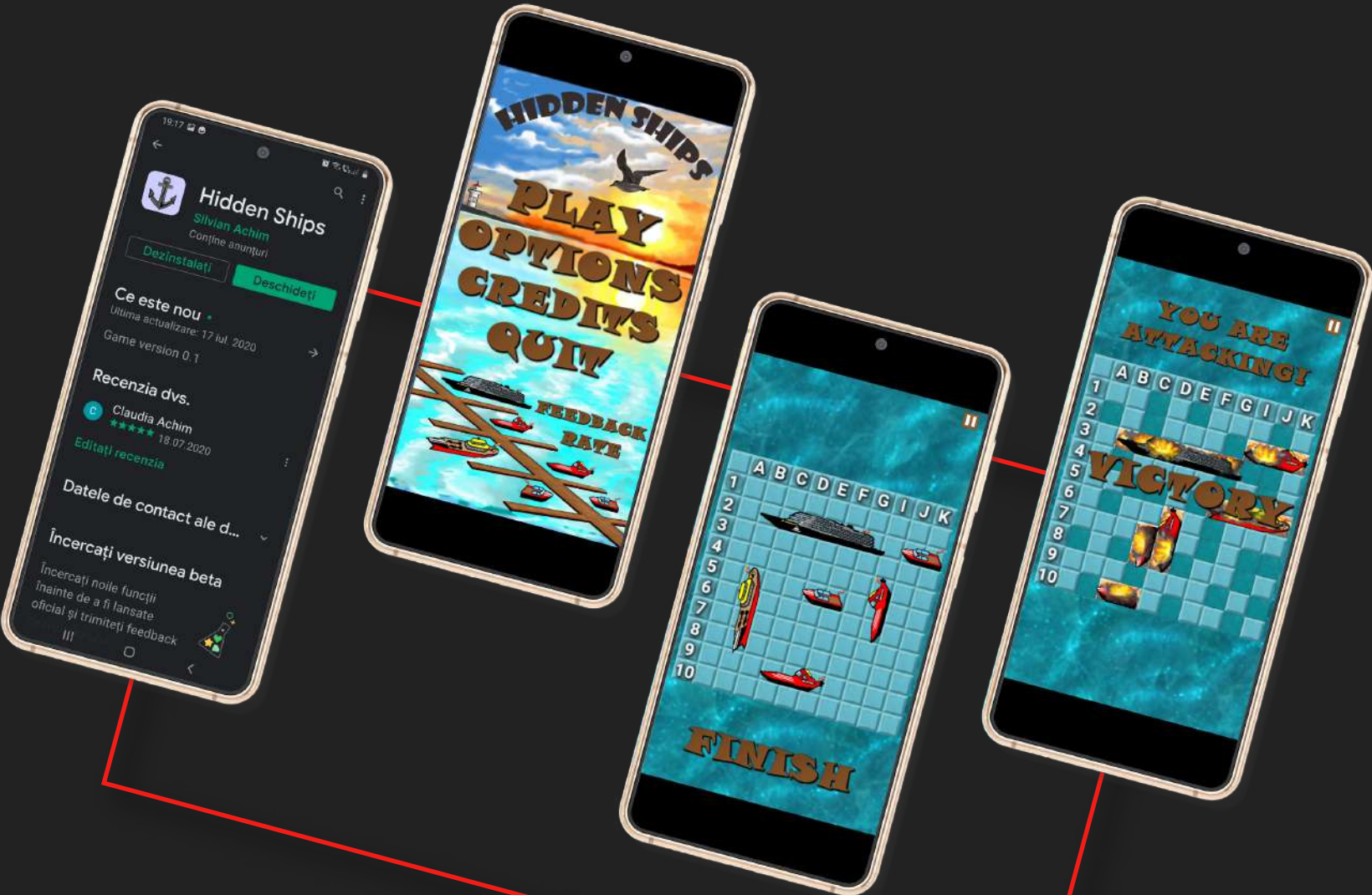
The client is a young programmer. He coded a game inspired by the classical game with ships (planes) for which he needs graphic design.

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.



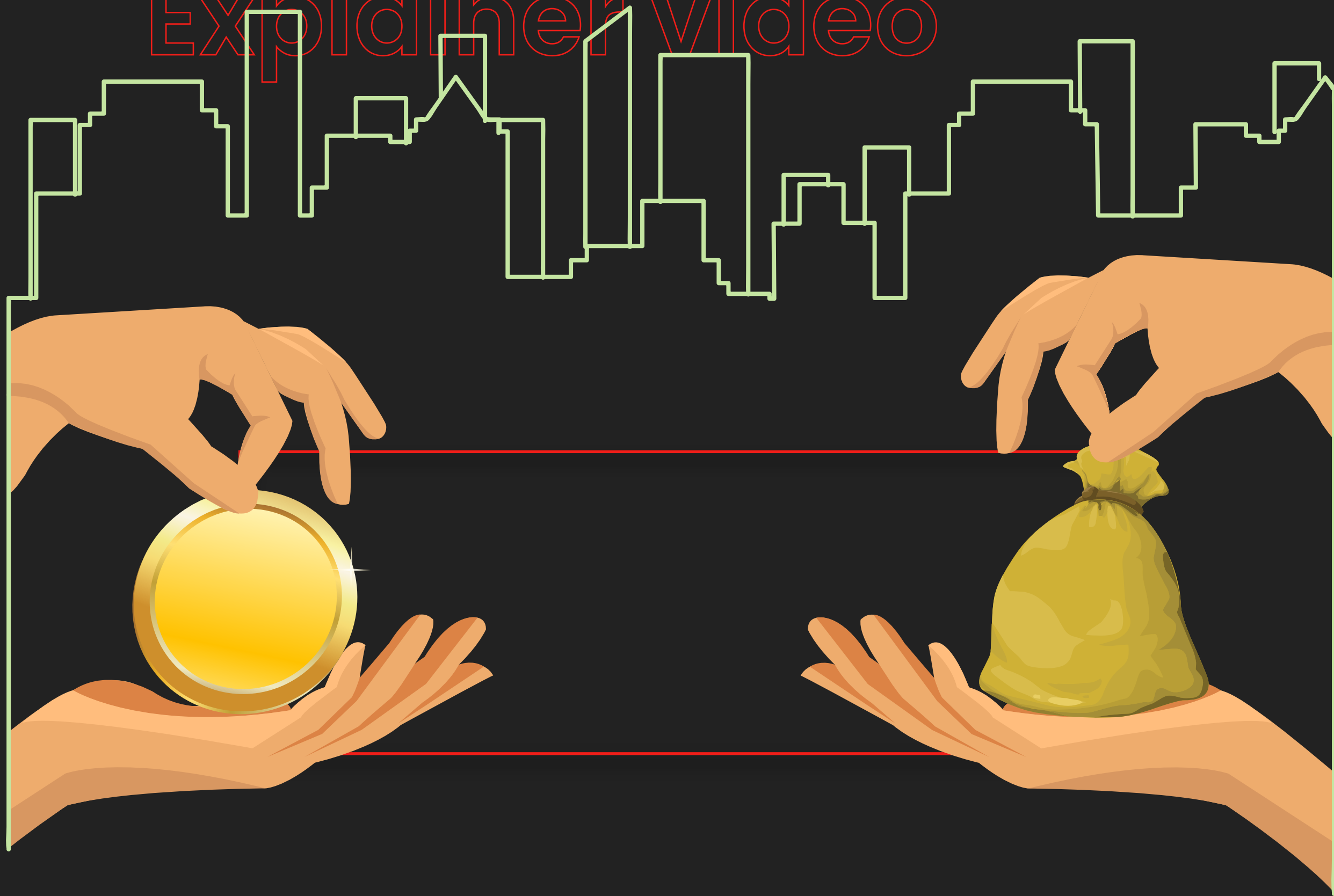
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3				X						
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6										
7						X				
8										
9		X	X					X		
10										



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.

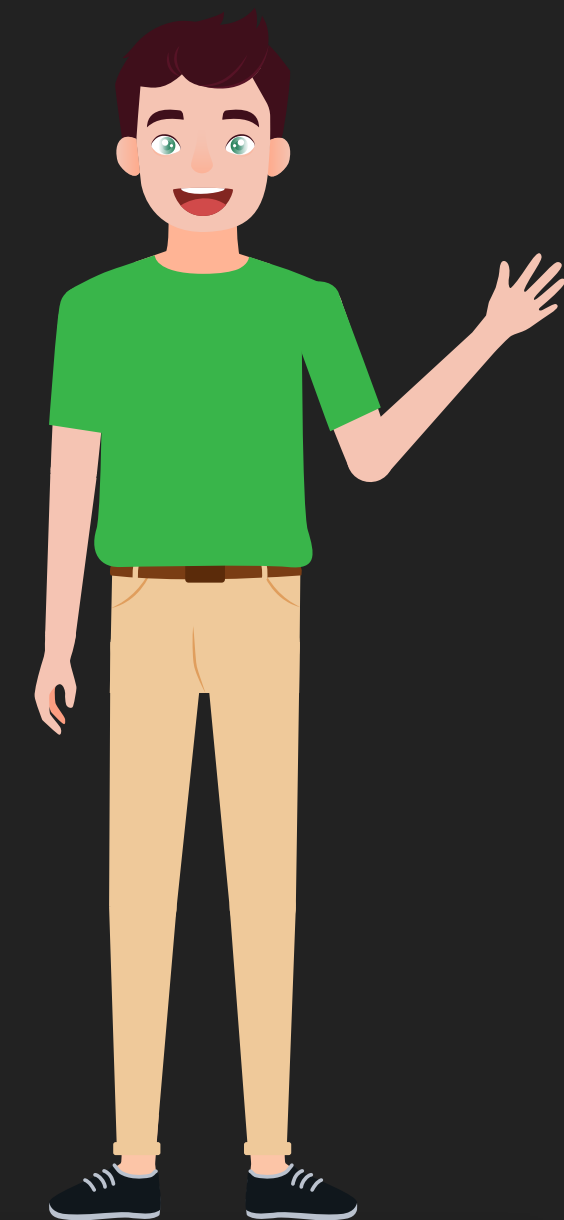
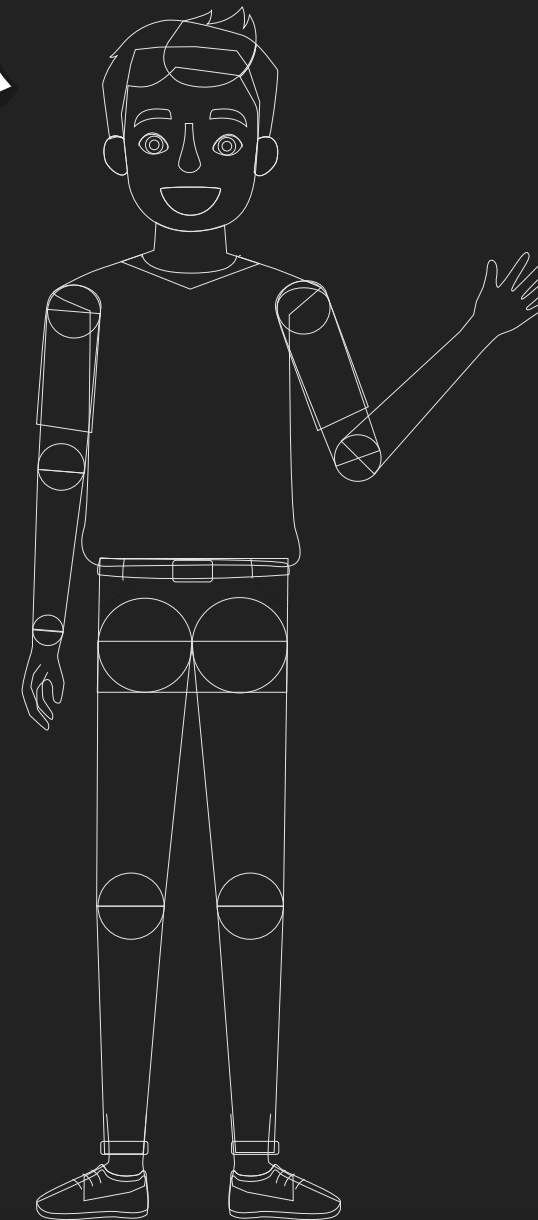
Solution

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>

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Explainer video

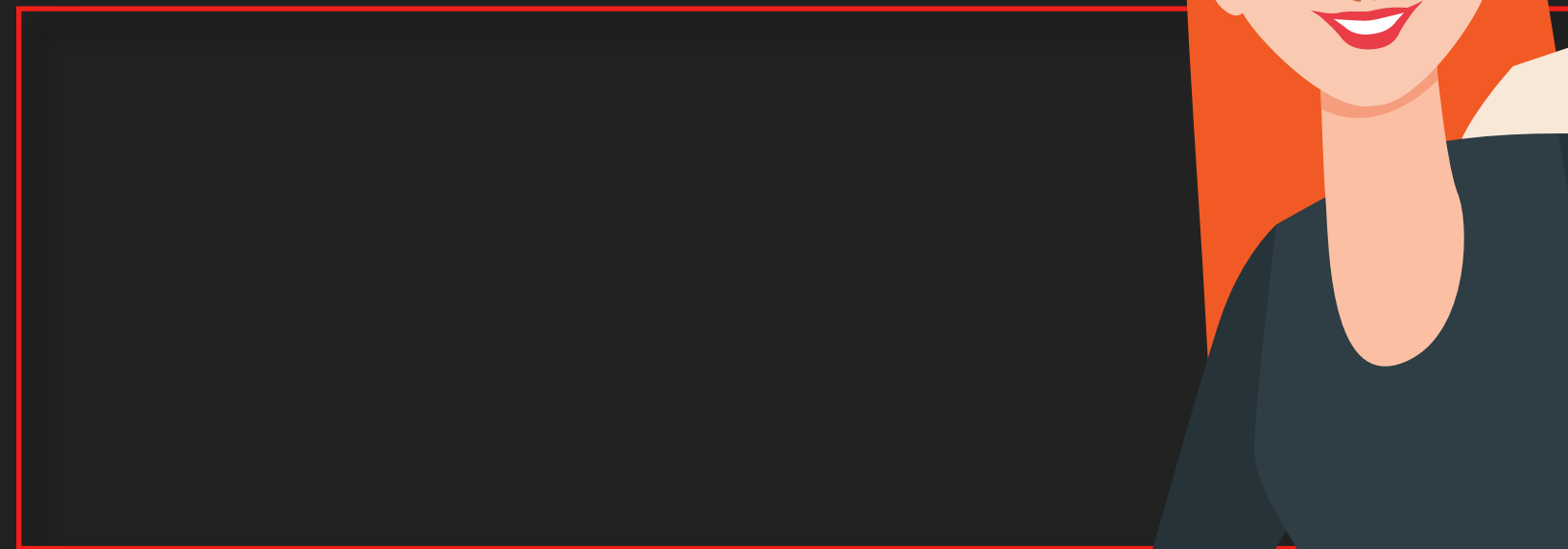
Explainer video
Explainer video



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:

My goal is to develop my skills, learn new programs (Adobe Animate, Figma, Blender, Substance 3D Painter) and be part of a company that can enhance my abilities.

thank you
THE
END