

A COLLECTION OF MY WORKS

BY CLAUDIA ACHIM

# 2024 *portfolio*

*CA*

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**This portfolio was made by:**  
Claudia Achim

**Made in year:**  
2024

# Hello!

I'm Claudia Achim, a skilled designer with experience in *Graphic, Motion, and UI/UX Design*. After crafting dynamic e-learning experiences at **Synergetix Educational**, I now design impactful visual narratives for e-commerce platforms at **Klasse Jobs Consulting** for over 3 years, while also enhancing brand storytelling and through video editing at **Karpaten Turism**.

Proficient in **Adobe's Illustrator, Photoshop, InDesign, XD, After Effects, Premier Pro and Figma**, 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

 Craiova, Romania  
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 0726 813 377

## Strenghts

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

## Expertise

Web design  
Graphic Design  
Illustrations  
Branding  
Animations  
Video Processing

## Software skills

FG AI PS ID XD AE PR

## Languages

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



Claudia Achim



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



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





# Illustrations

# Illustrations

# Illustrations

My first  
Personal project  
2020

## 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, Romania

## 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, Romania

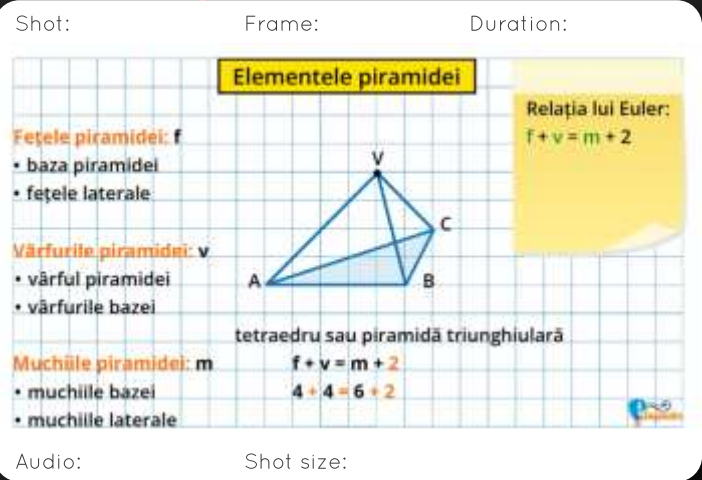
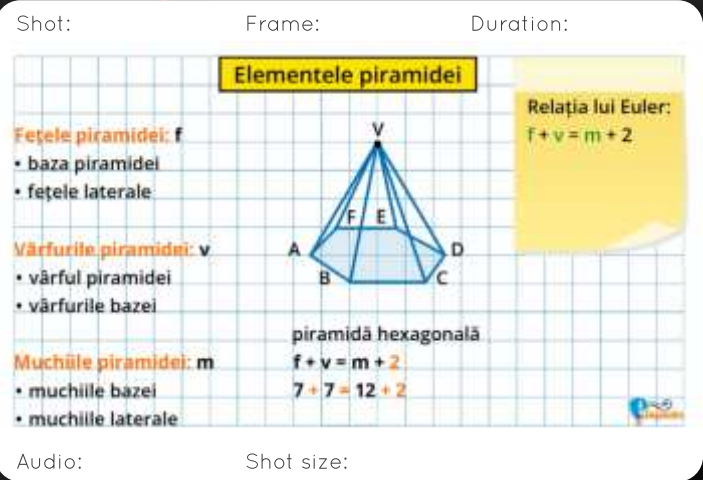
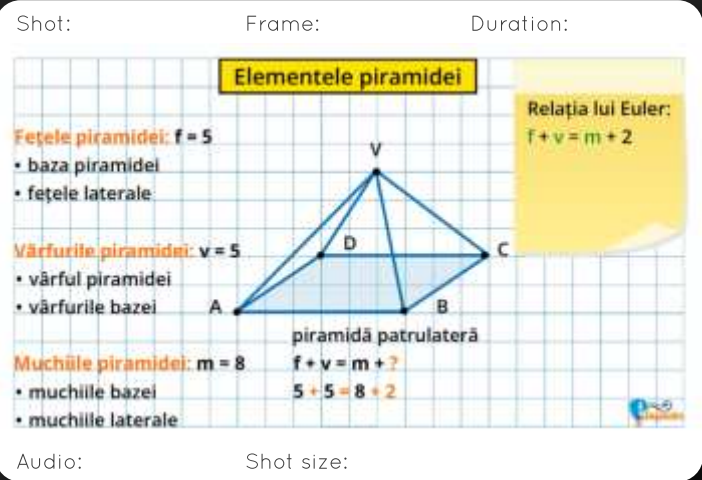
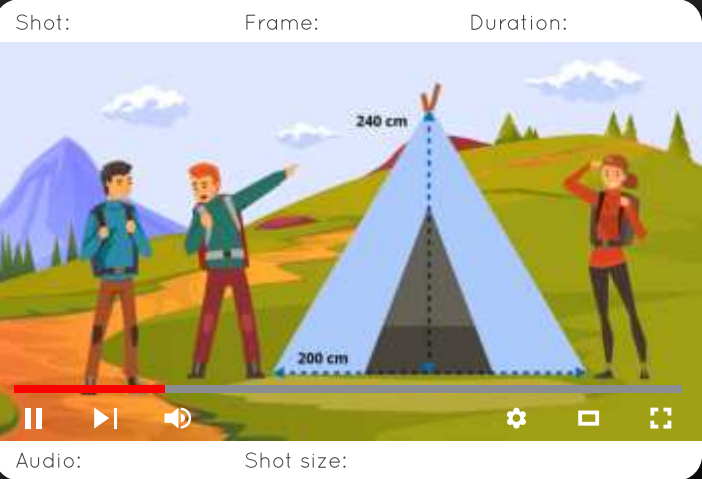
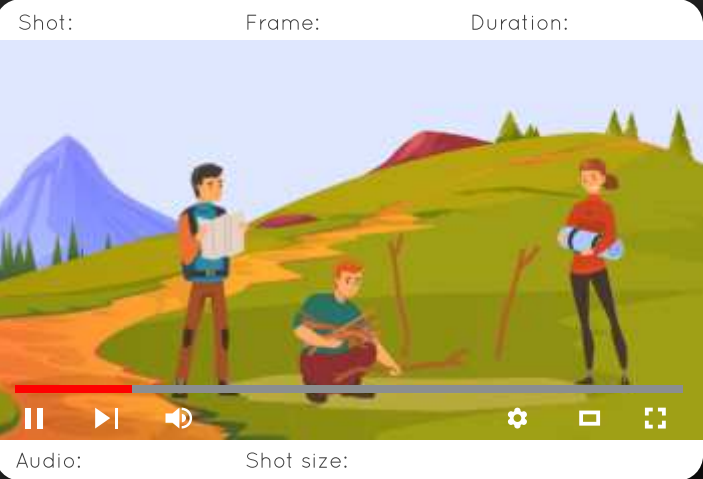
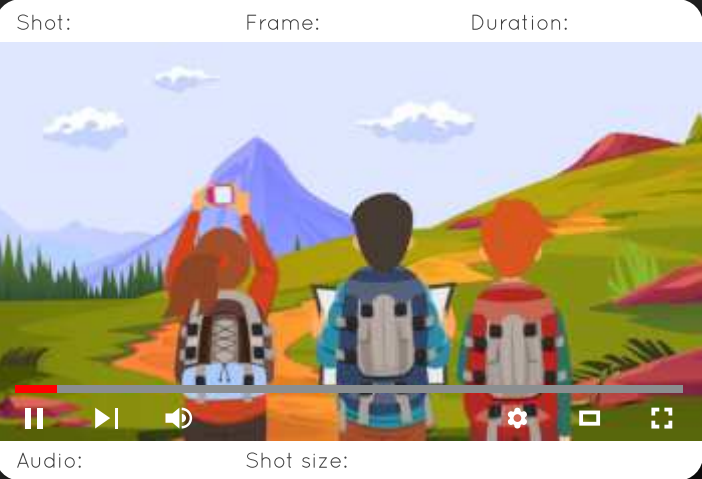
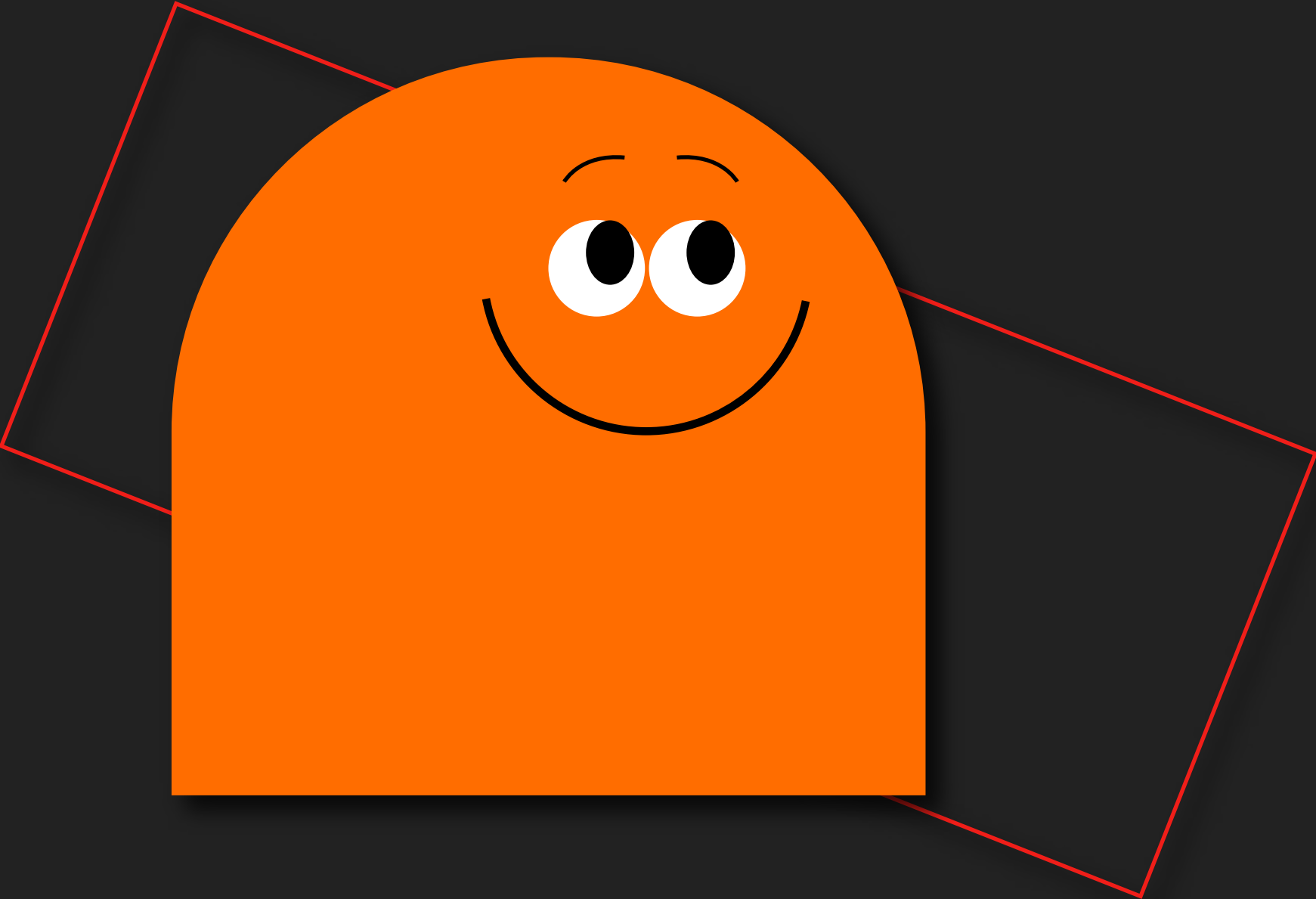
# Edsplain

## 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

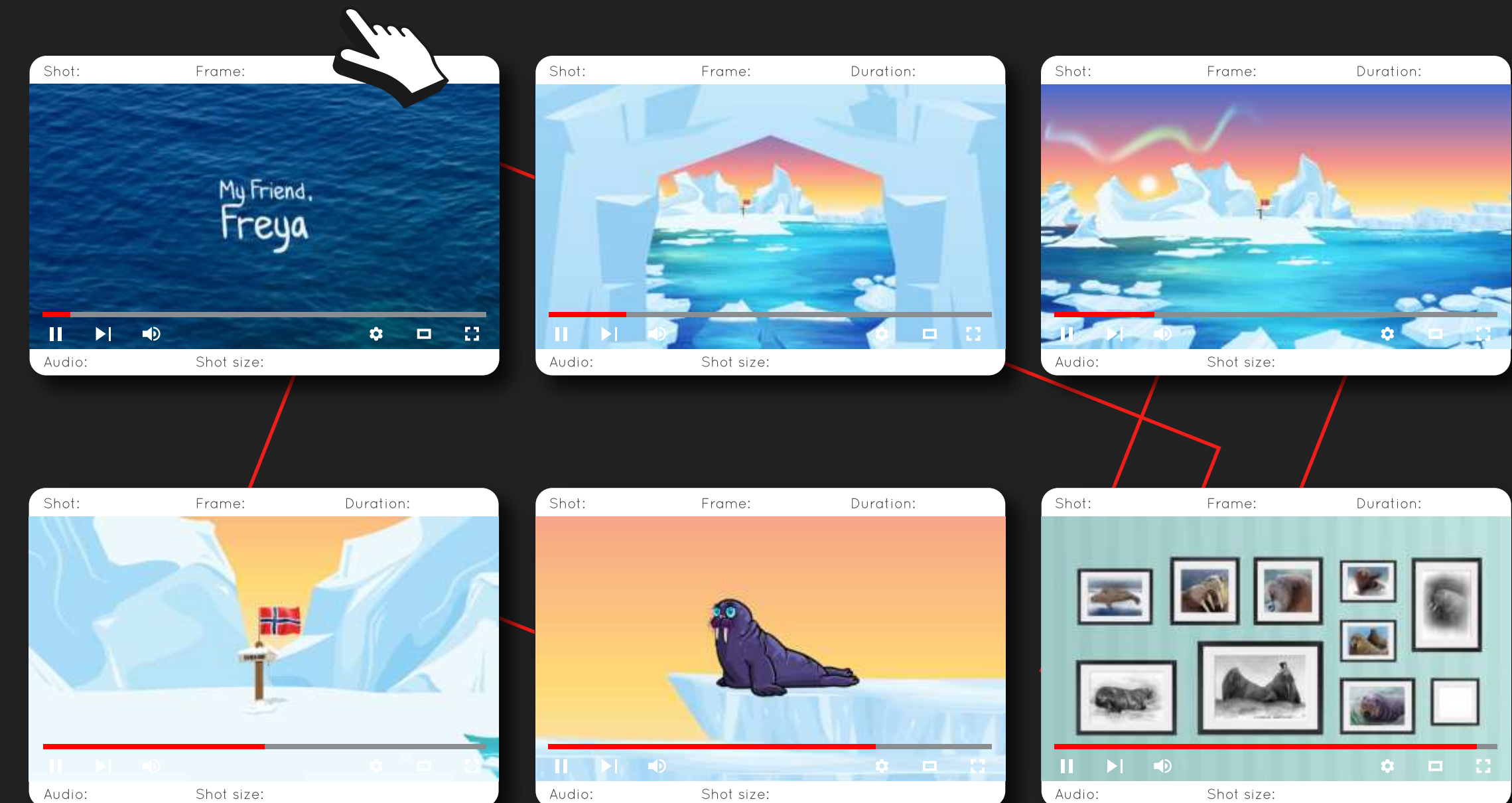
## Brief

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>



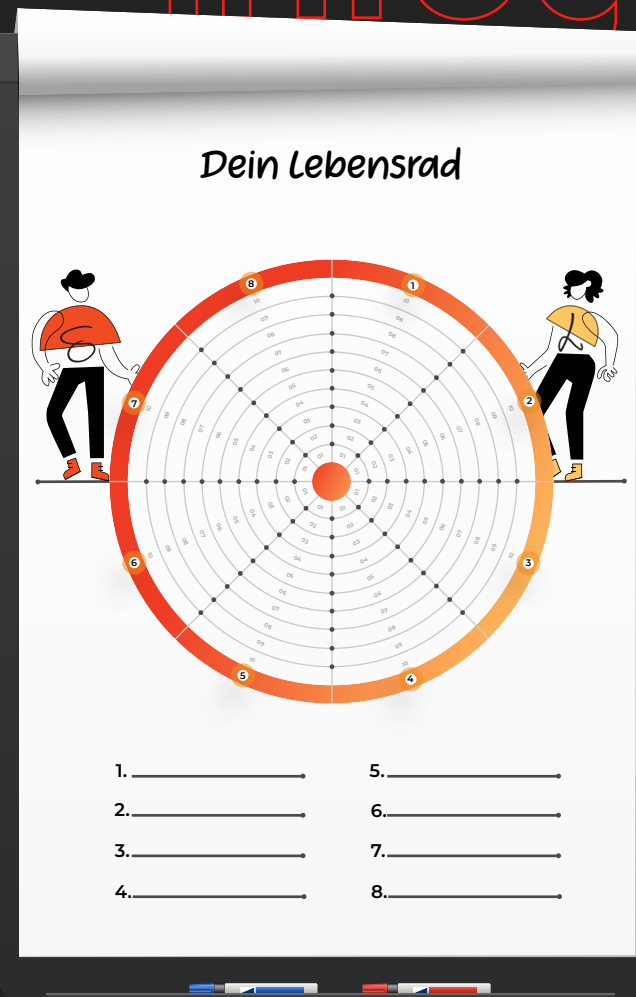
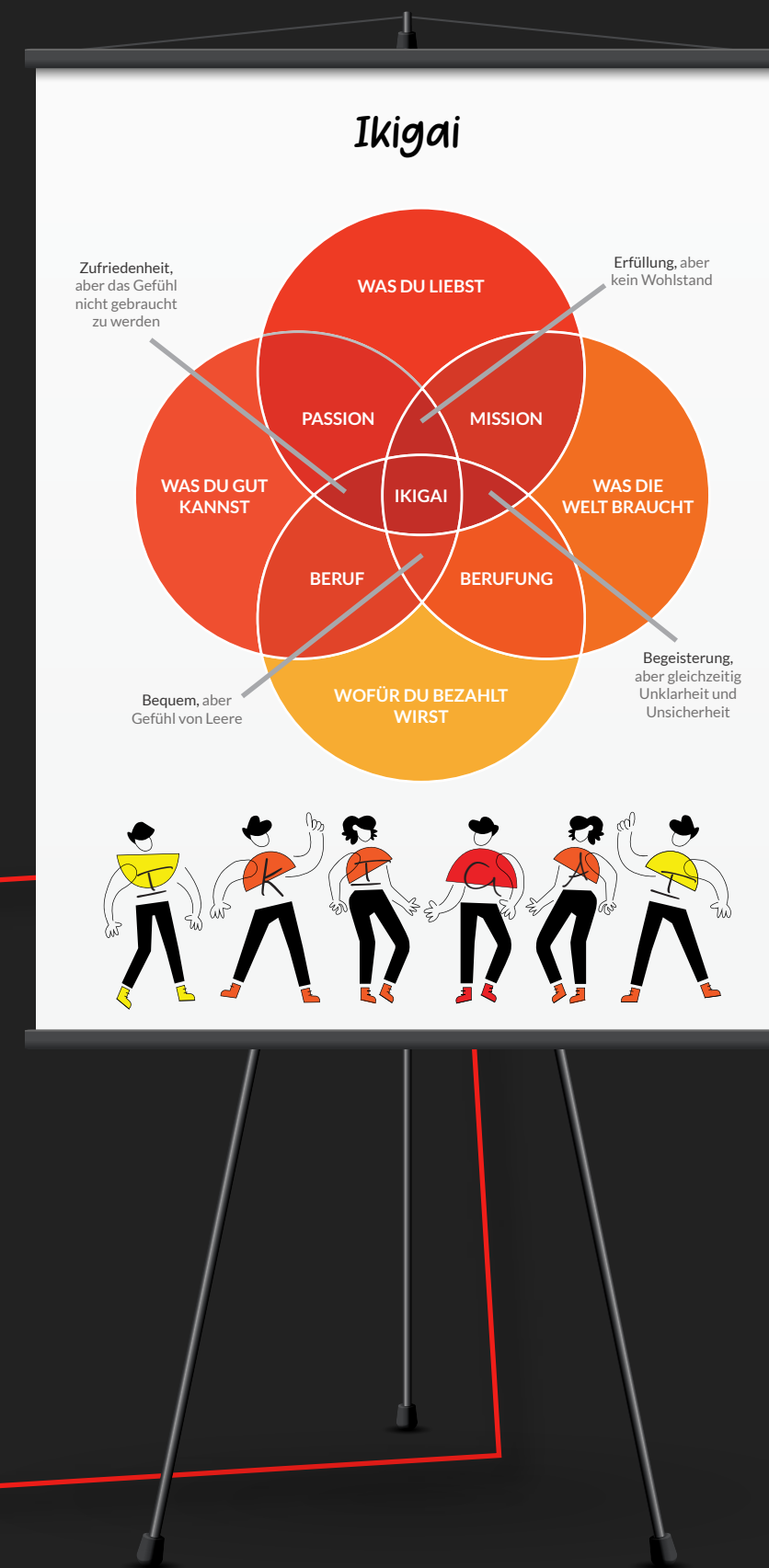


# Infographics

# Infographics

# Infographics

Client  
**SMART LEADERSHIP**  
2021-2023, 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.

<https://www.klugeberatung.de/berater/>





# Flyers/Brochure Flyers/Brochure Flyers/Brochure

Different clients

Freelancing

2020-2024

## 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>





# Product Design

## Product Design

## Product Design

Client

alma

2022-2023, 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.





# Web design

## Web design

### Web design



<https://www.behance.net/gallery/178226967/Web-Design-2>

Client

**Roklast Wood**

2021, Ilfov, Romania



# Websites

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 my first 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.

<https://xd.adobe.com/view/548b9986-2796-474e-8a84-5b6b374de9b7-01d8/>



Client

**OPMK**

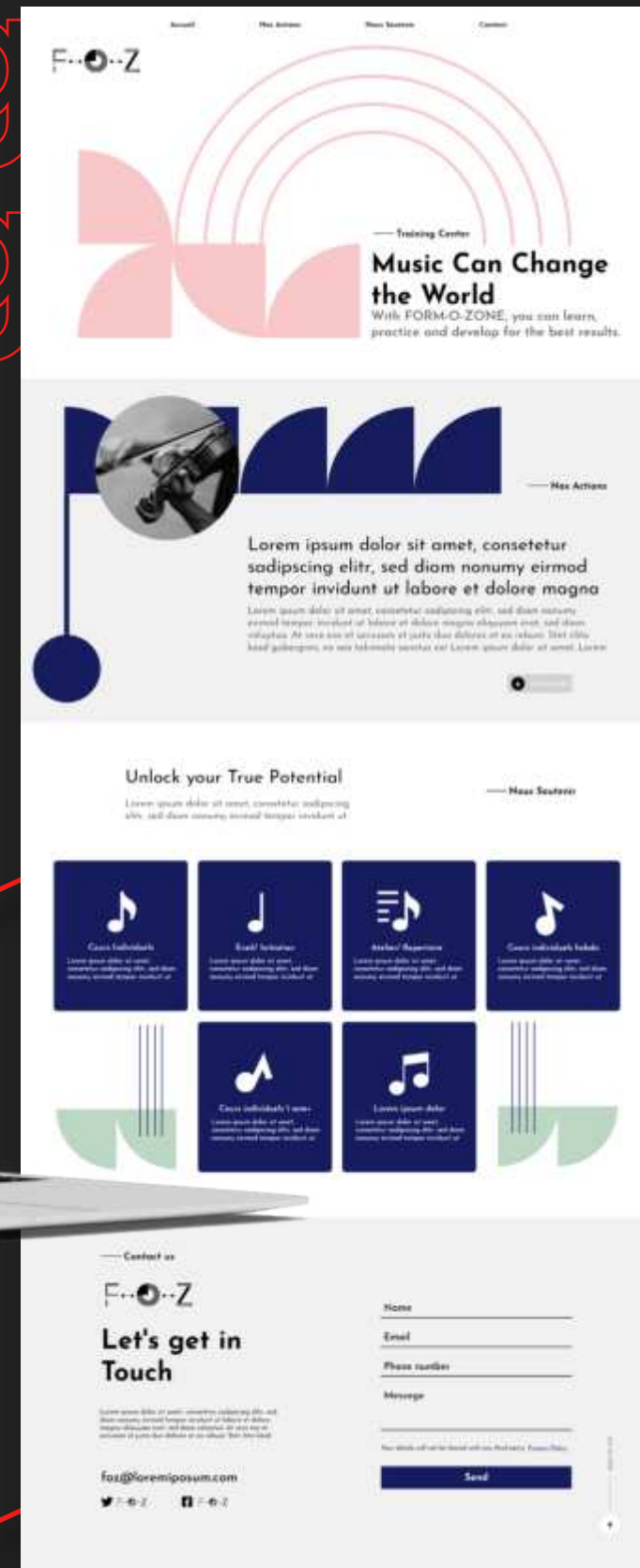
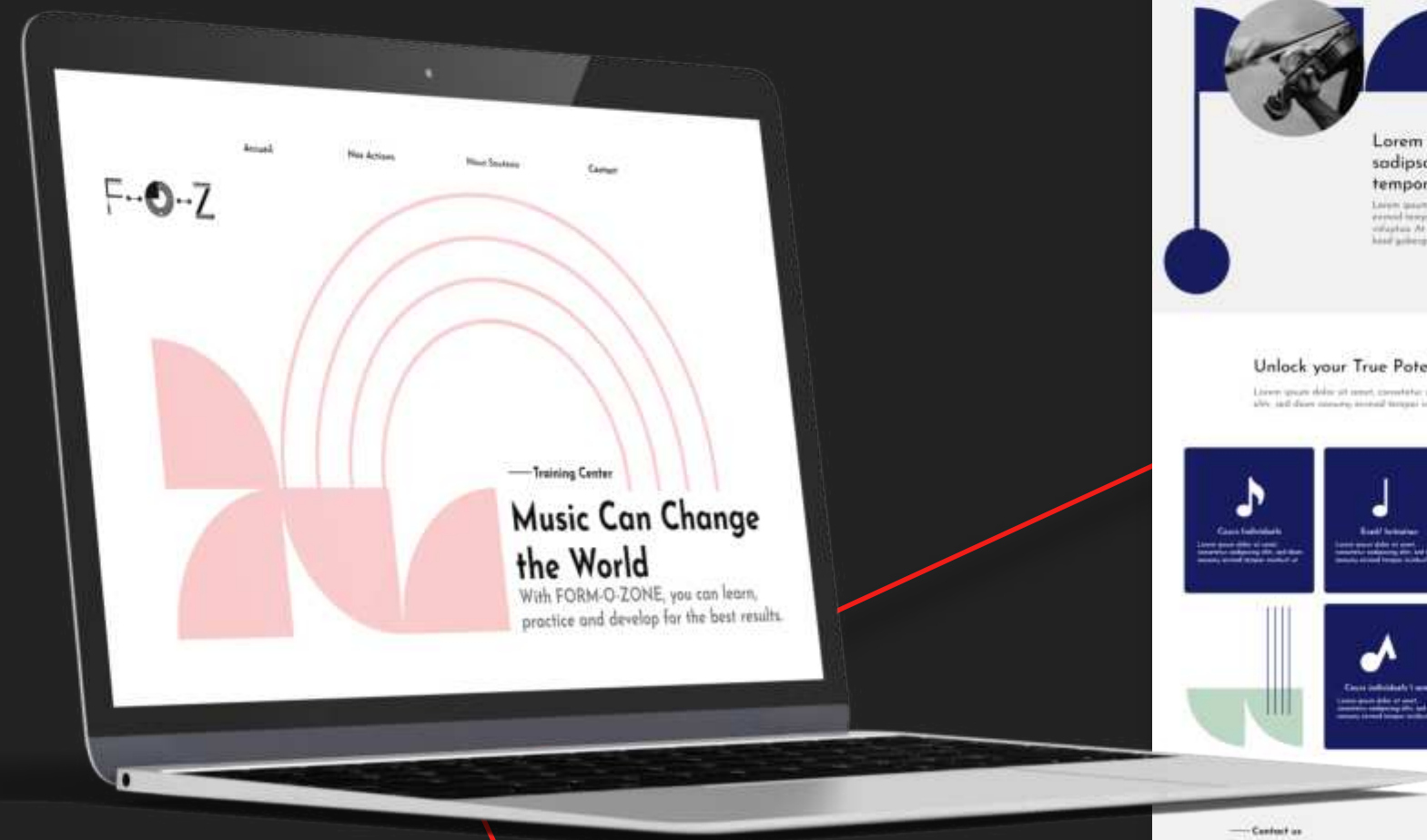
2023, Romania

<https://opmk.ro/>



# UI/UX design

UI/UX design  
UI/UX design



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, Romania



Old game

New game

# Hidden Ships (on Android)

## Brief

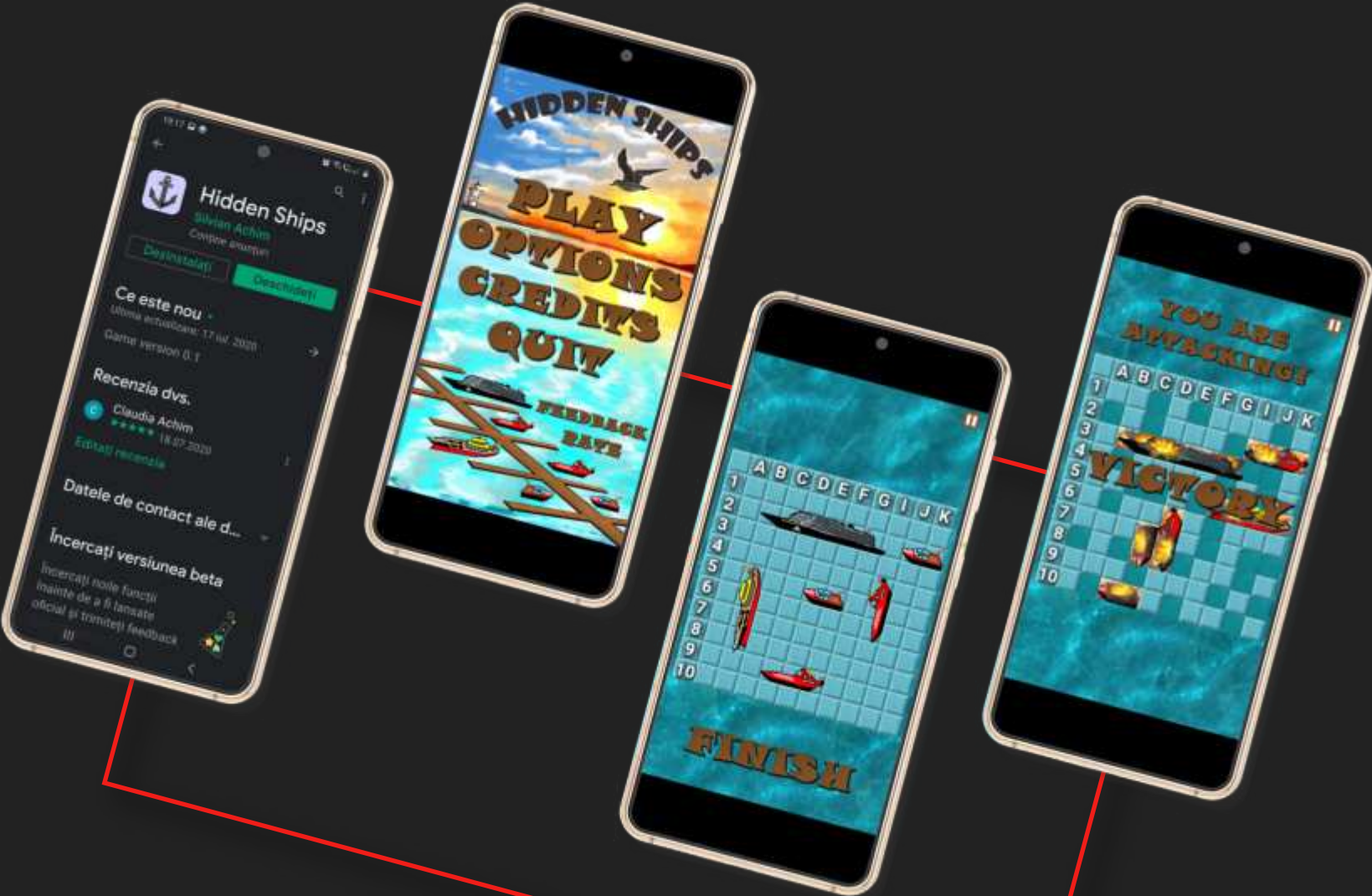
The client is a young programmer. He coded a game inspired by the classical game with ships (planes) for which he needs graphic design.

## 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.



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





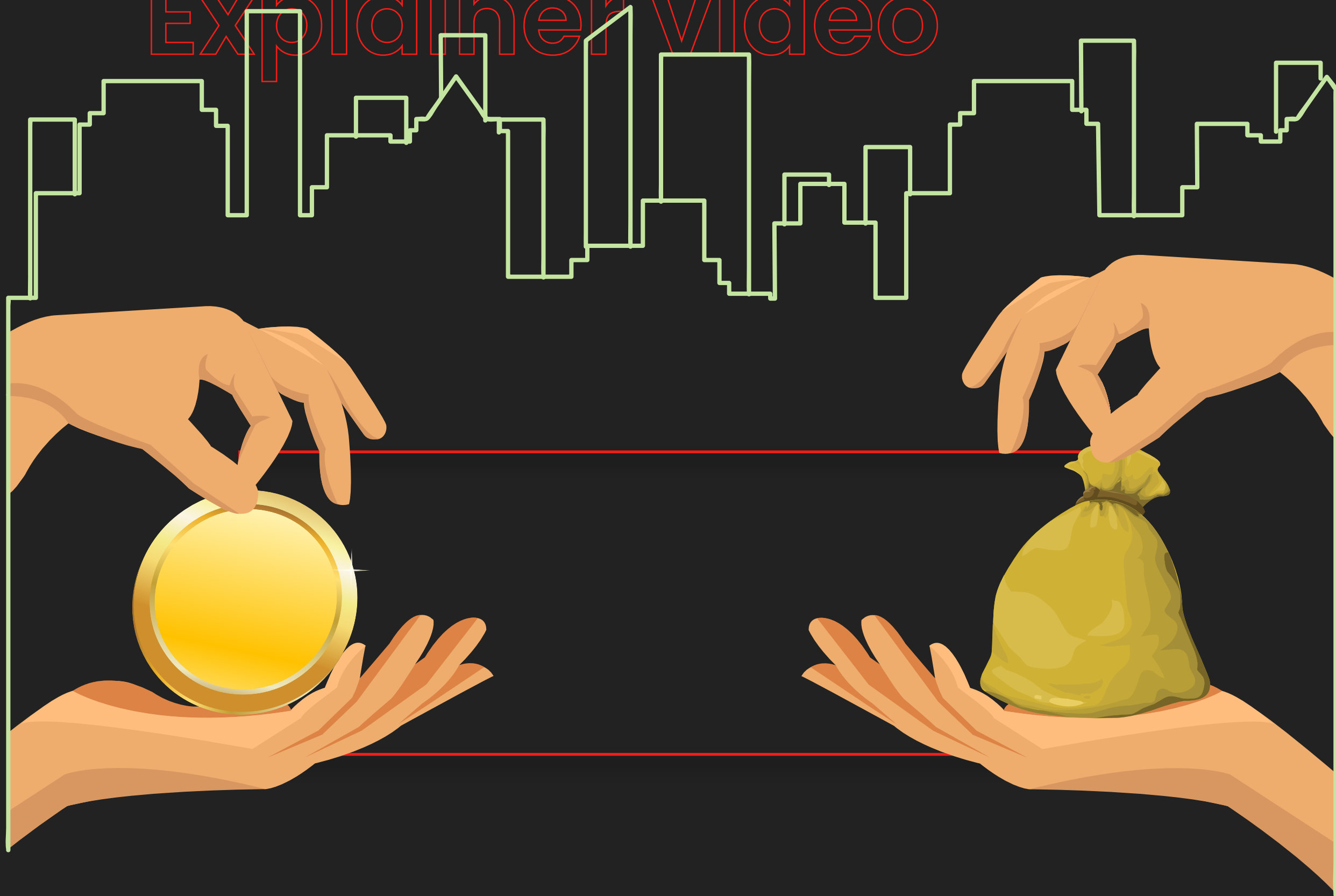
# Explainer video

Explainer video

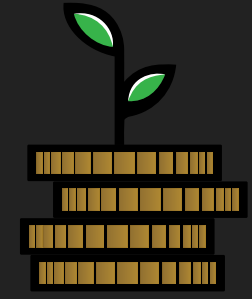
Explainer video

Client  
**CAR Economia**

2021, Romania



# Save smart!



## Brief

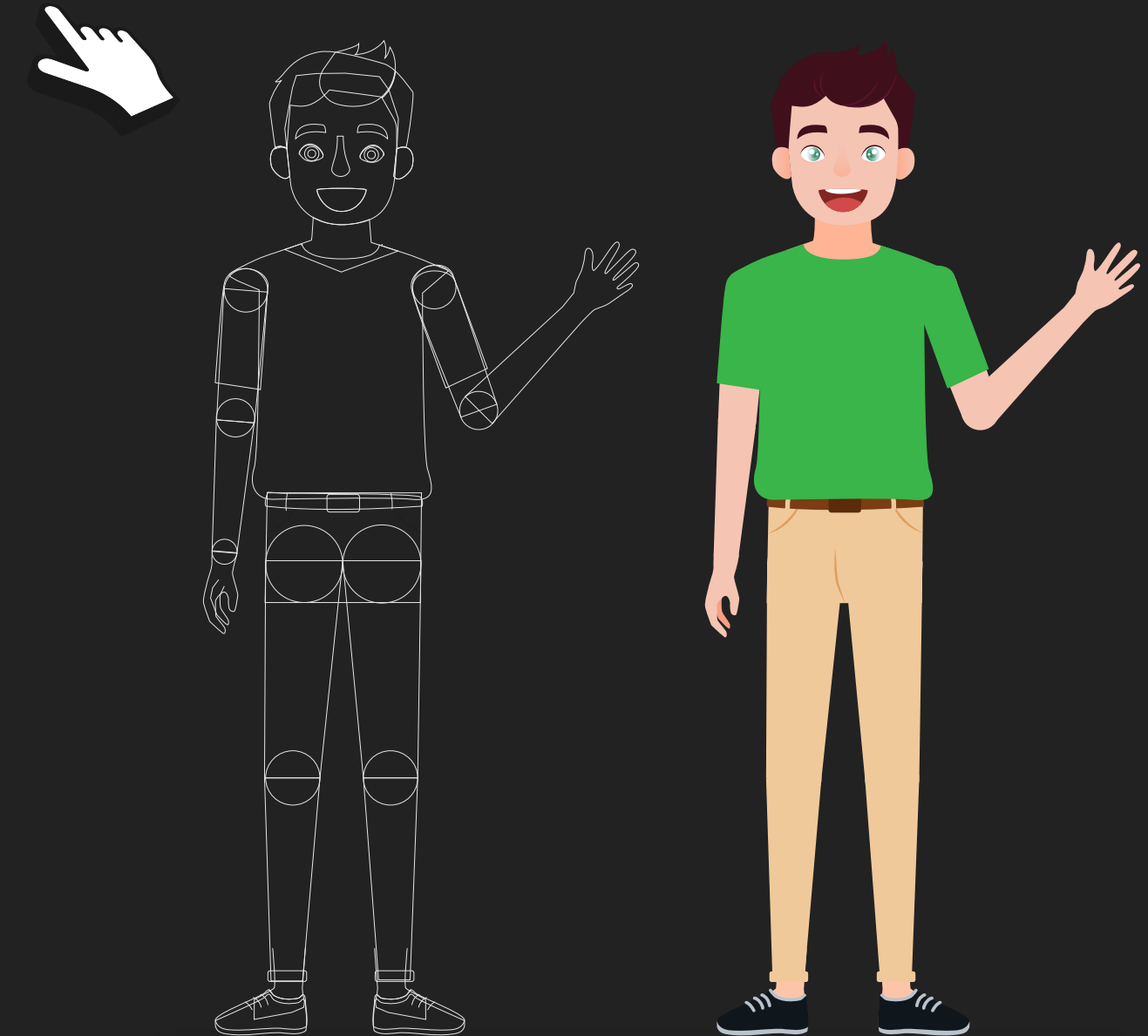
The client is a financial institution that operates in the microeconomics and microcredit segment. In order to differentiate and attract customers, he needs an explanatory presentation of the activity.

## 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>





# Explainer video

Explainer video  
Explainer video



Client

CAR Economia

2021, Romania

## 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.

The animation can be seen 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

Client

**Karpaten Turism**  
2023 to present, Romania

# 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.

You can view more videos from my portfolio here:

[https://www.youtube.com/playlist?list=PLx3xMQi-MuxvHu-\\_HPkjrS-RQZQIpYn2O](https://www.youtube.com/playlist?list=PLx3xMQi-MuxvHu-_HPkjrS-RQZQIpYn2O)





“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 (**Blender, Substance 3D Painter, Spine 2D, Unity or Unreal Engine, Spline**) and be part of a company that can enhance my abilities.

*thank you*  
THE  
END