

A COLLECTION OF MY WORKS

BY CLAUDIA ACHIM

2024 *portfolio*

CA

Hello!



I'm Claudia Achim, a skilled designer with experience in *Graphics, Motion, and UI/UX Design* at the companies:

Karpaten Turism – Motion & Video Editor, UI/UX Designer
2023 – Present

I shape the brand's visual identity, spanning branding and identity design, creating print materials like brochures and posters, and designing newsletters and websites. I produce engaging graphics for social media and compelling video ads for Facebook, Instagram, and YouTube, and video presentations for tourism fairs and events.

Klasse Jobs Consulting – Graphic Designer
2021 – Present

I develop and produce website and social media graphics to amplify our brand message. I also design packaging, brochures, flyers. My roles include motion graphics production and video processing for integrated visual solutions.




Synergetix Educational – Motion Designer
2022 – 2023

I produced and edited graphics and 2D animations for eLearning courses. I reviewed learning scenarios, conceptualized key scenes, created pivotal keyframes, and managed graphic resources. I streamlined graphic elements for animation and orchestrated the animation process, integrating text sequences into comprehensive lessons.

Freelancer – Graphic and Motion Designer
2020 – Present

I deliver bespoke design solutions across various industries.

Contacts

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

Strenghts

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

Expertise

Graphic Design
UI/UX Design
Branding
Motion Graphic
Animation
Video Processing

Software skills



Languages

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

Claudia Achim

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

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

Bē <https://www.behance.net/achimclaudia>



UI/UX Design
UI/UX Design
UI/UX Design

DESIGN PROCESS / AUDIENCE / CJM / USER FLOW / DESIGN SYSTEM

Client
Green Oasis
2024, United Kingdom

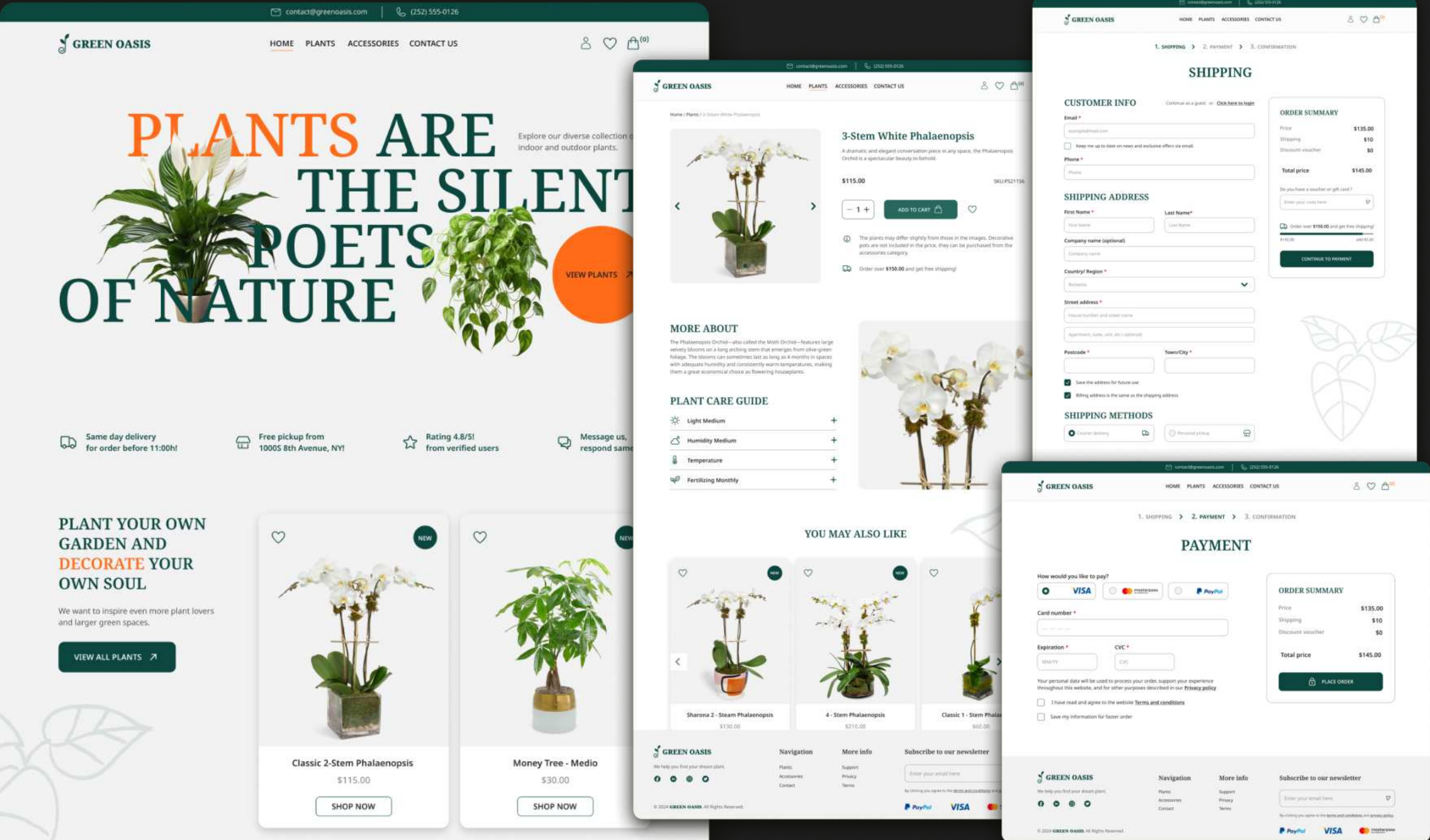
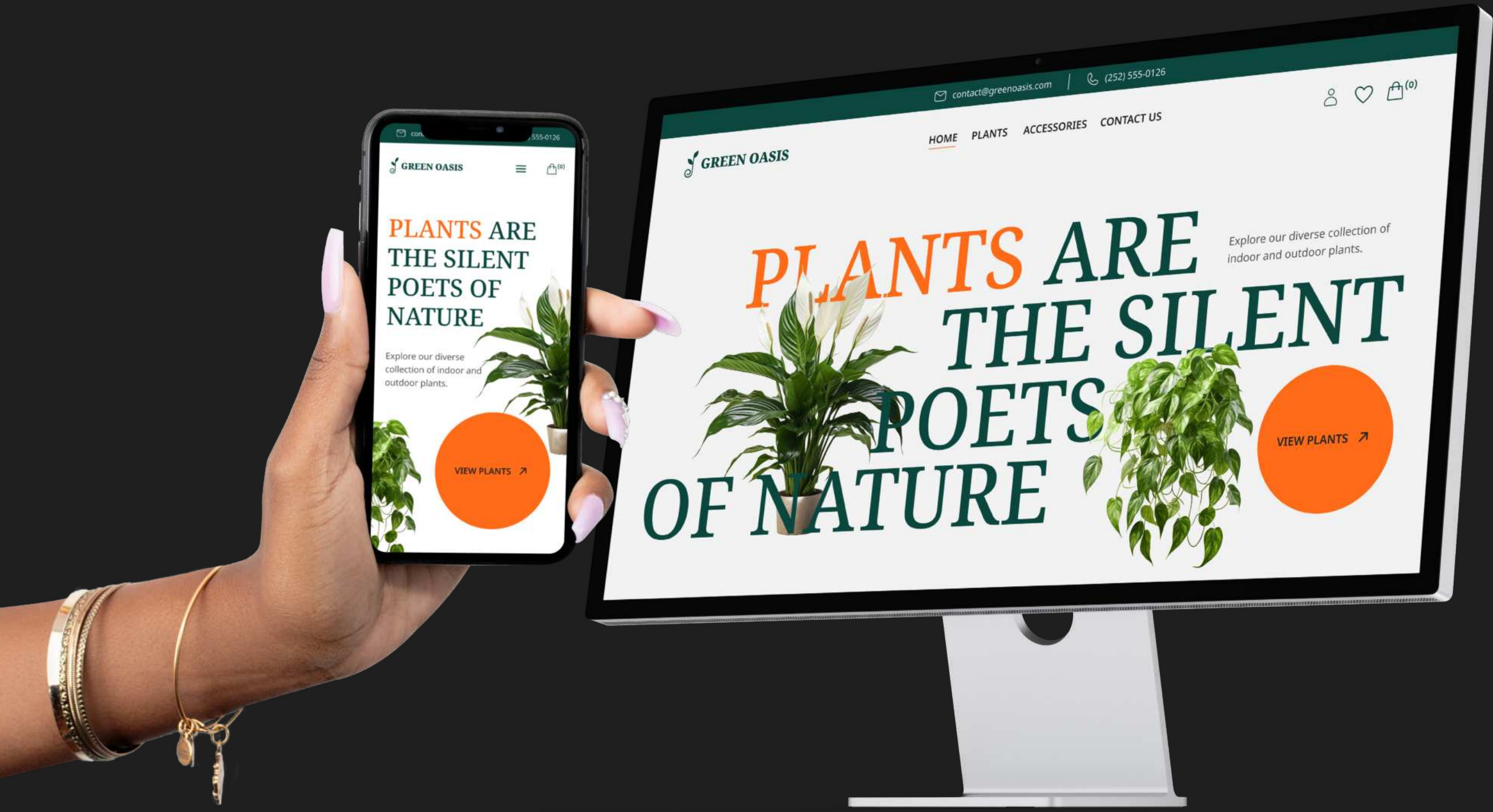
E-commerce website

Brief

The general idea for the "Green oasis" website was to create a welcoming and immersive online destination for plant enthusiasts, offering a curated selection of indoor and outdoor plants along with valuable resources for plant care and gardening tips.

Solution

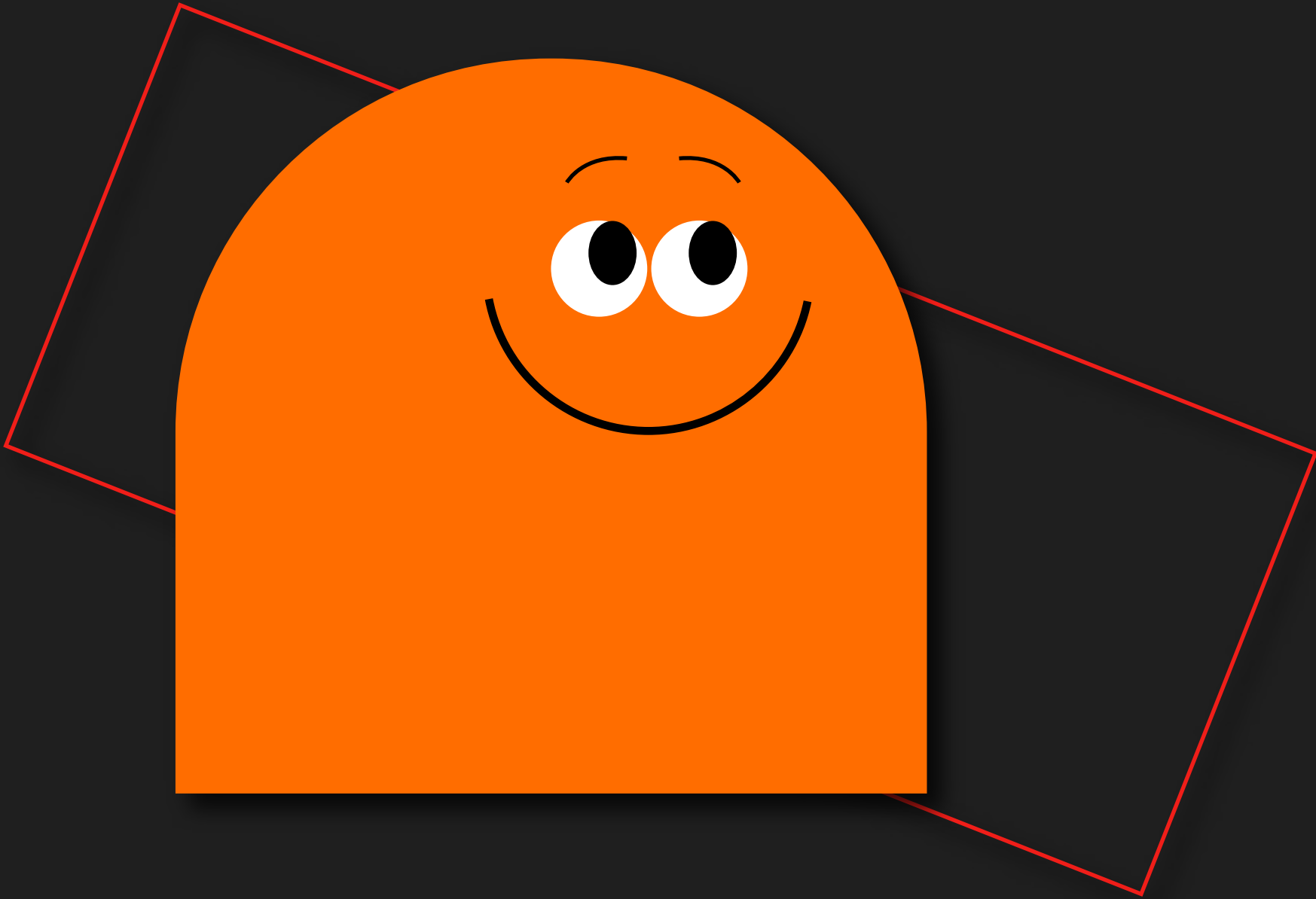
I designed the website for evoke a sense of tranquility and connection with nature while providing a seamless shopping experience for users.



eLearning
eLearning
eLearning

eLearning platform
Synergetix Educational
2022-2023, Romania

<https://edsplain.ro/biblioteca>



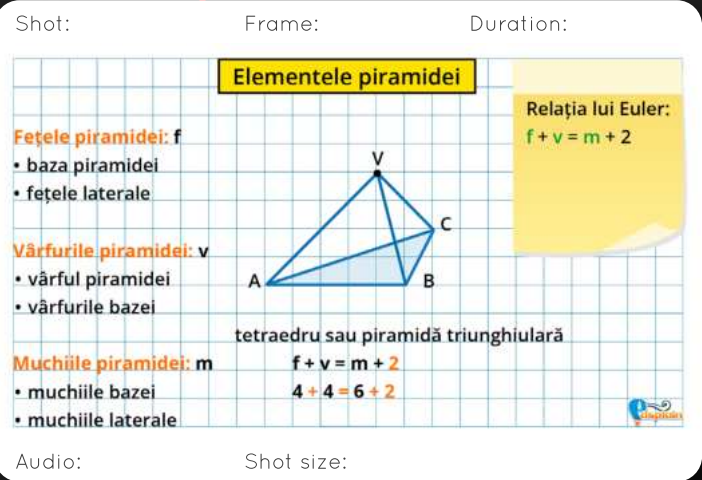
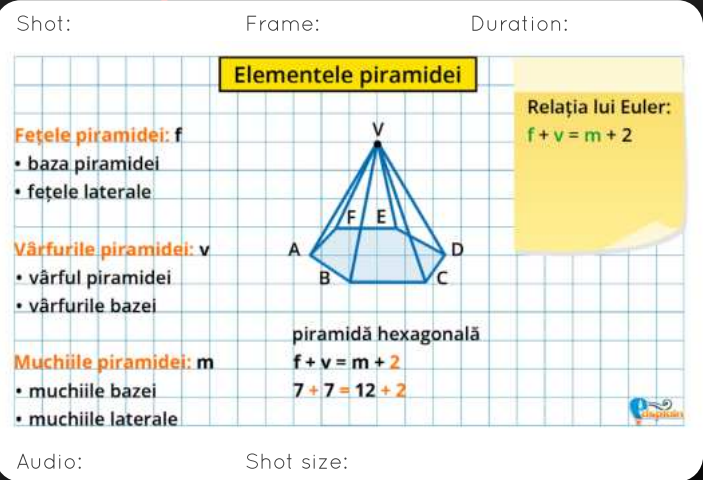
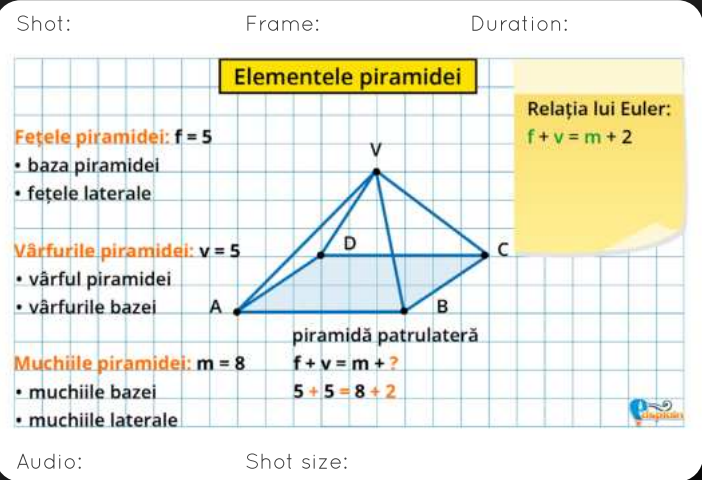
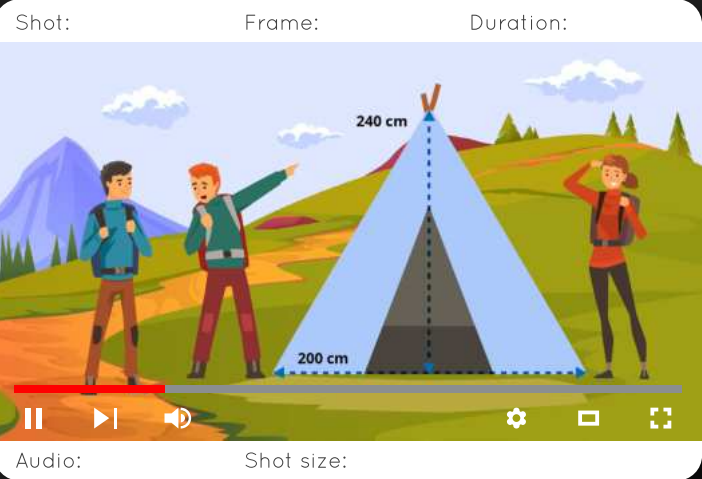
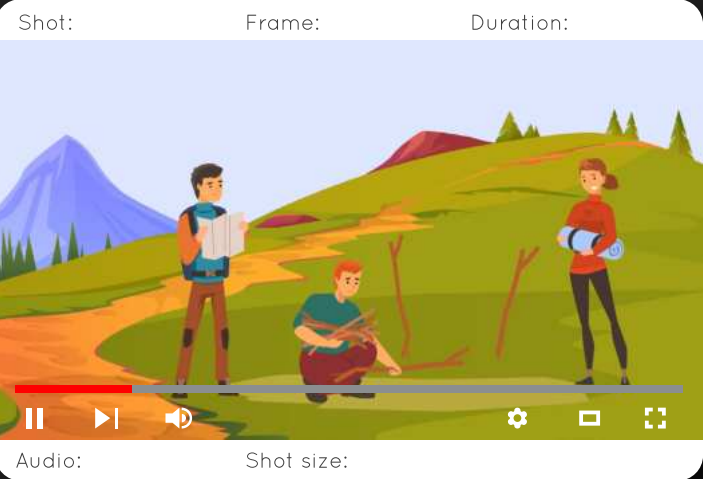
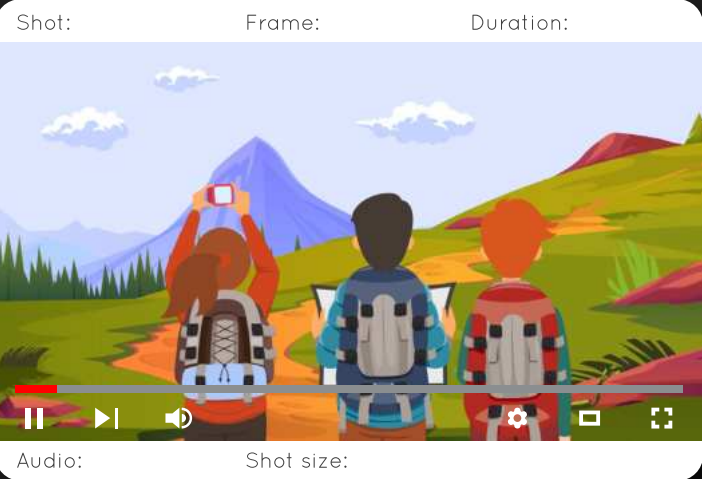
Edsplain

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.



Flyers/Brochure

Power Point Infographics

Client

SMART LEADERSHIP

2020-2023, Germany

Leadership Academy

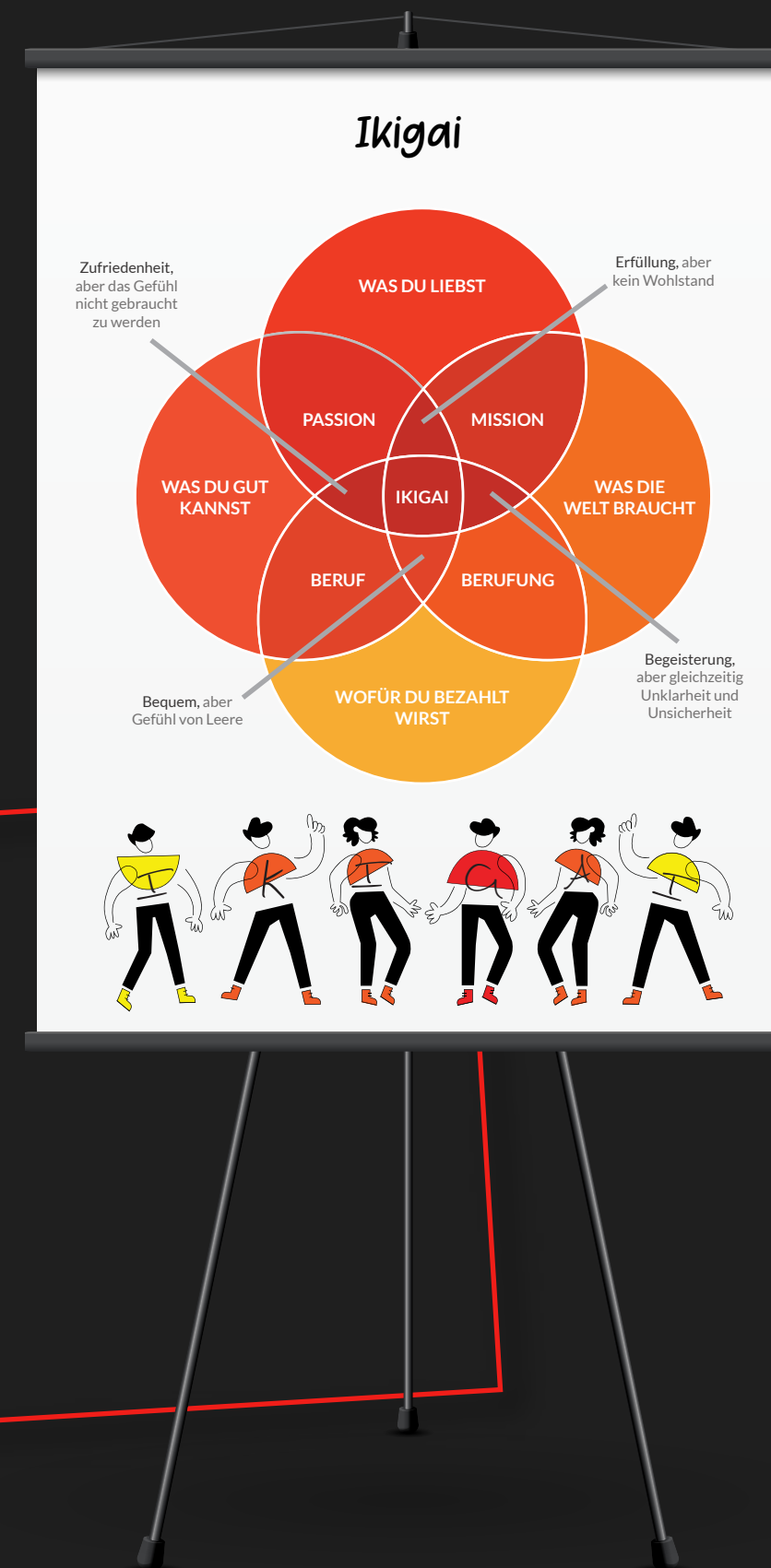
Brief

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

Solution

I design infographics on flipchart sheets featuring custom characters. I also develop visually appealing PowerPoint presentations and high-quality images, and create interactive workbooks with exercises and quizzes. These enhancements increase the attractiveness and effectiveness of the training courses.

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



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

Video processing

Motion graphics

Motion graphics

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



Client
Karpaten Turism
2023 to present, Romania

<https://www.youtube.com/@karpaten.turism>



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



Animation Animation Animation



Workshop

Arctic Motion

June – August 2023

Arctic Motion

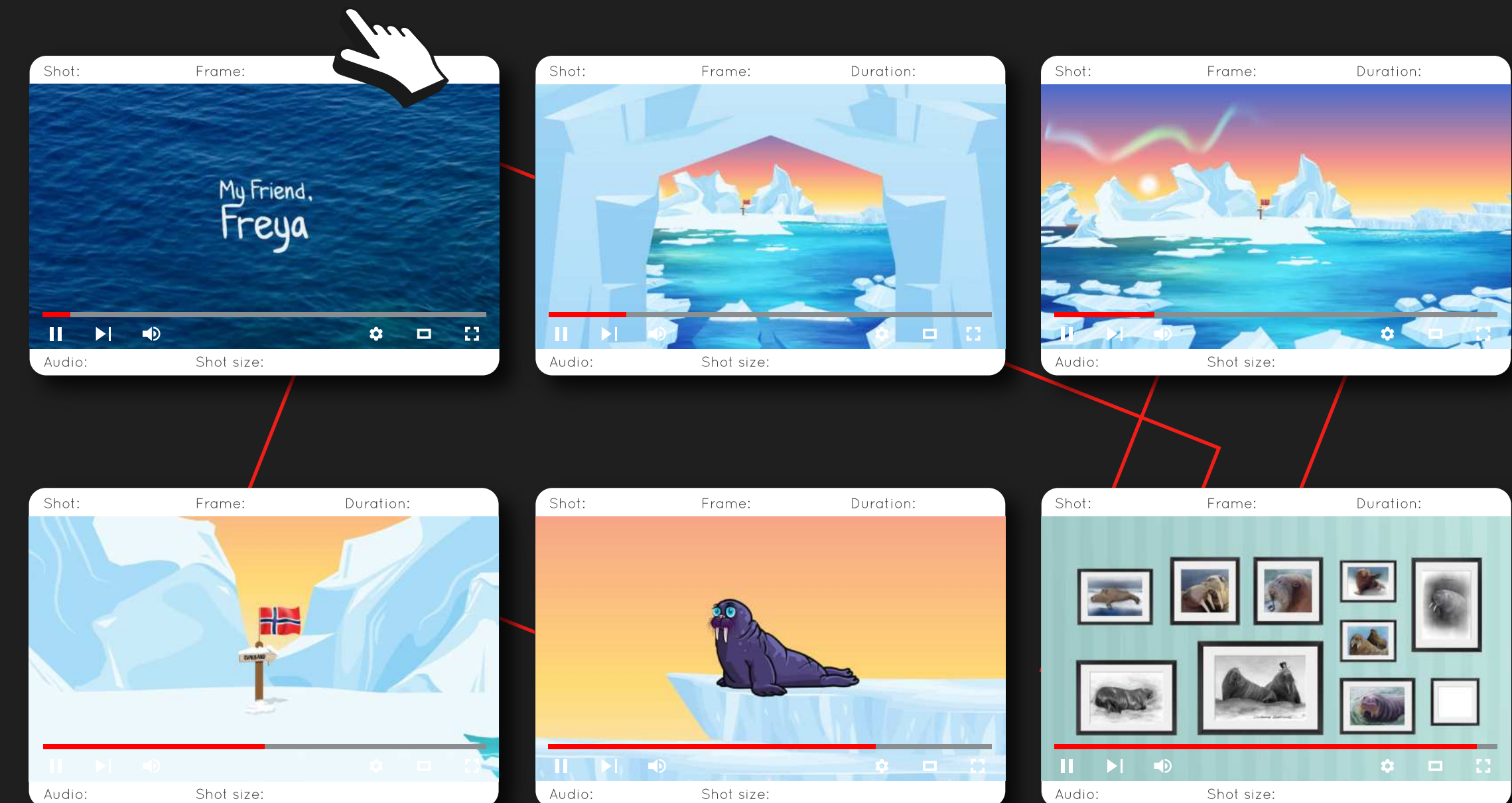
Brief

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>



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

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



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>



Mobile game
Mobile game
Mobile game

Client
Silvian Achim
2020, Romania



Old game

New game

Hidden Ships (on Android)

Brief

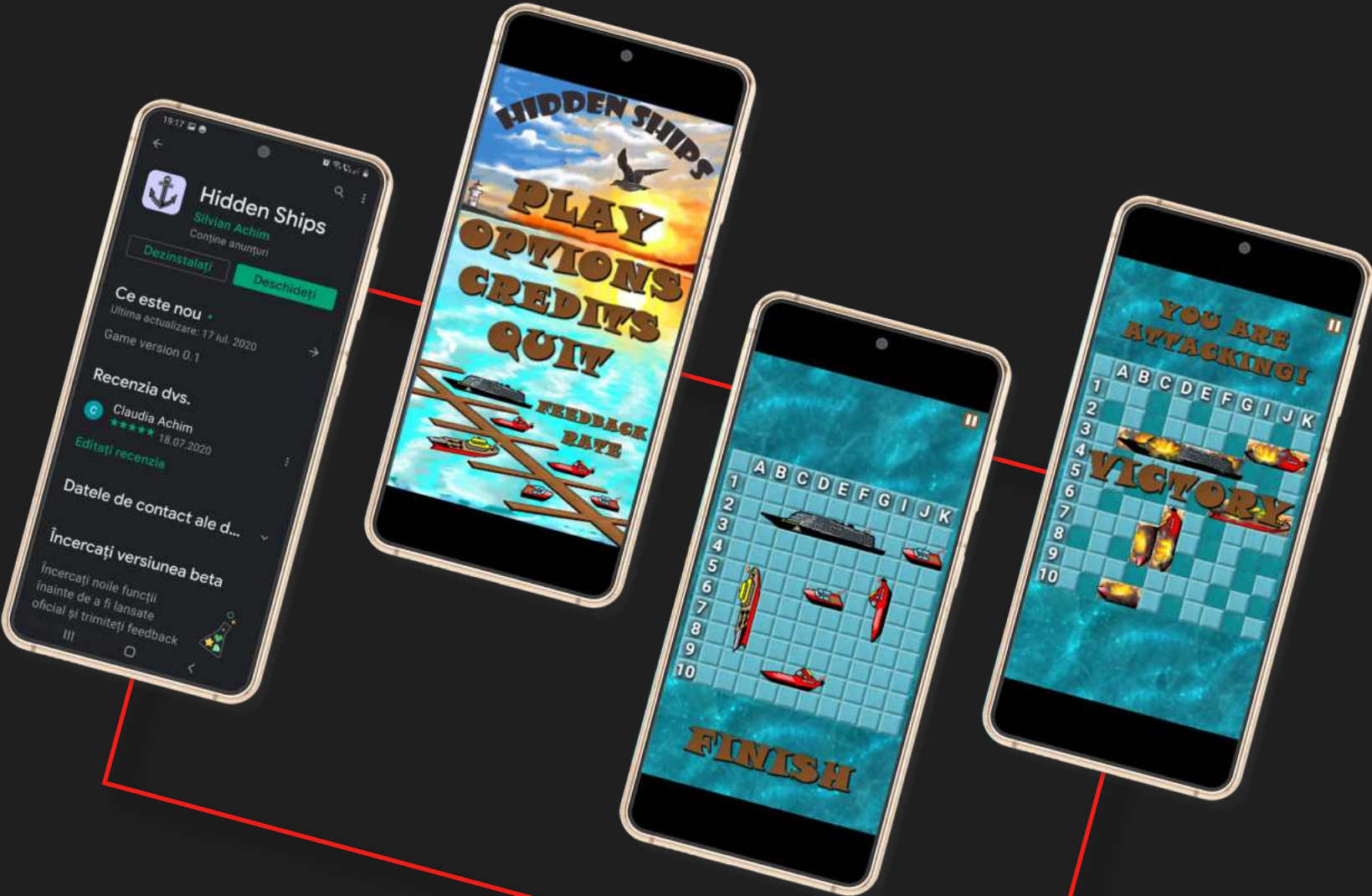
The client is a young programmer. He coded a game inspired by the classical game with ships (planes) for which he needs graphic design.

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										
9		X	X					X		
10										



“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