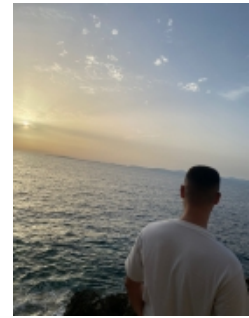


Florin Pușcașu

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Education

2023 - 2024 **LinkAcademy**, online
Department: Web Design
Professional Title: CERTIFIED WEB DESIGNER
: 032490

Work Experience

2025, Iun. - In Process **Freelancer – Web & Graphic Designer**, Iasi
Position: Web Developer, UI/UX Designer, Copywriter, SEO Spe
Duties and Responsibilities: Responsive website development (HTML/CSS/JS, WordPress)
Creation of visual identities (logo, guidelines, promotional materials)
Branding for real customers: "Moțiala", "NexaTech", "Floraria Anemona"
SEO projects to improve visibility in search engines

2025, Mai. - In Process **Freelancer**, Iasi
Position: Graphic designer & web development
Duties and Responsibilities: <https://florinps.github.io/test/>
I built a bilingual (Romanian/English) portfolio website from scratch, fully responsive to present my skills and projects completed so far. The site was created in HTML, CSS and JavaScript.
I wrote original content, designed for conversion and clear presentation of services (Web Development, Graphic Design, Branding, SEO).
We created the structure, visual design and animations using only HTML, CSS and JavaScript, no templates.
We developed micro-interaction animations and visual effects to highlight the projects in the portfolio.
We optimized for SEO (site speed, semantic structure, meta tags) and prepared for Google indexing.
We added a language switch system (RO/EN) to attract international customers.

2025, Mar. - In Process **"Moțiala" - branding for the pet-friendly**, Iasi
Position: Graphic Designer, Illustrator, Animator, Web Desig
Duties and Responsibilities: <https://florinps.github.io/test/motaila.html>
Moțiala is a cafe where customers and their pets feel at home. The logo expresses the pleasant laziness after a good coffee, and the visual style is warm, playful and memorable.
We created the complete visual identity for an animal-friendly cafe concept, inspired by the idea of a tired cat and the relaxing atmosphere.
We designed the web design for a presentation page (one-page site) with a focus on emotion, visual storytelling and interaction.

2025, Ian. - 2025, Feb. **"Green Moon" - branding for eco-sustainabl**, Iasi
Position: Graphic Designer, Illustrator, Brand Developer
Duties and Responsibilities: <https://florinps.github.io/test/green.html>
Green Moon represents the balance between technology and nature - the moon as a symbol of natural rhythm, and green as a symbol of regeneration. The brand communicates sustainability, calm and confidence.

Projects, Courses

2024, Ian. **Adobe Photoshop**, In perioada 20.01.2024-19.042024 am participat si absolvit cursul Adobe Illustrator CC
Role: Student

2024, Mar. **Adobe XD**, Between March 2, 2024, and April 16, 2024, I participated in and completed the Adobe XD course.
Role: Student

2024, Jan.	Adobe Illustrator CC , Between January 20, 2024, and April 19, 2024, I participated in and completed the Adobe Illustrator CC course. Role: Student
2024, Mar.	HTML & CSS Intermediate , Between March 25, 2024, and May 24, 2024, I participated in and completed the HTML & CSS Intermediate course. Role: Student
2024, Mai.	Modern CSS Layout , Between April 2, 2024, and July 8, 2024, I participated in and completed the Modern CSS Layout course. Role: Student
2024, Aug.	Digital marketing , Between August 2, 2024, and September 30, 2024, I participated in and completed the Digital Marketing course. Role: Student
2024, Sep.	JavaScript Programming , Between September 27, 2024, and October 17, 2024, I participated in and completed the JavaScript Programming course. Role: Student
2024, Noi.	Introducere în instrumentele AI – ChatGPT & Midjou , Between November 22, 2024, and November 26, 2024, I participated in and completed the Introduction to AI Tools – ChatGPT & Midjourney course. Role: Student
2024, Noi.	Search Engine Optimization , Between November 22, 2024, and November 26, 2024, I participated in and completed the Search Engine Optimization course. Role: Student
2024, Noi.	WordPress , Between October 14, 2024, and November 29, 2024, I participated in and completed the WordPress course. Role: Student

Languages				
Name of Language	Comprehension	Writing	Reading	Speaking
English	intermediate	intermediate	intermediate	intermediate
German	basic	basic	basic	basic

Computer Skills	
<p>Internet, Office, Internet, Office packages (Word, Excel, PowerPoint...), As a web designer, I have experience with a variety of programs and tools that help me create and develop attractive and functional websites. Here are some of them:</p> <p>Adobe Photoshop: I use this program to create and edit images. It is very useful for design layouts, images and graphic elements.</p> <p>Adobe Illustrator: This vector graphics program is essential for creating logos, icons and other elements scalable graphics.</p> <p>Adobe XD: I love using Adobe XD for interface design and prototyping. It is ideal for testing layouts and user interfaces.</p> <p>Sublime Text and Visual Studio Code: Both are fast and customizable code editors that I use to write and edit code for websites.</p> <p>WordPress: I use this content management platform to create and manage websites, blogs and online stores.</p> <p>Bootstrap: This front-end framework helps me create responsive and mobile-first websites.</p> <p>I am familiar with and know how to use programs for work in SEO.</p> <p>Programs such as Rank Tracker, SEO SpyGlass, Link Assistant, WebSite Auditor and Google Search Console.</p>	

Misc.	
Driver's License:	B
Personal Characteristics:	<p>I am a passionate and dedicated web designer, recently graduated from Link Academy, specializing in the field</p> <p>web design. I strive to create engaging, functional and responsive digital experiences user needs and improve the online presence of customers. With great attention to detail and an eye for modern aesthetics, I like to combine creativity with technology to develop websites that stand out for their innovative design and flawless performance.</p>
Skills and knowledge:	<p>Creativity: Gifted with creative thinking, I manage to turn innovative ideas into digital solutions practice.</p> <p>Attention to Detail: Every project I do reflects a high level of attention to detail, making sure all technical and visual aspects are perfectly aligned.</p> <p>Communication Ability: Excellent communication skills that allow me to collaborate effectively with</p>

clients and project teams to understand and meet their requirements.

Adaptability: Flexible and open to continuous learning, I quickly adapt to new trends and technologies in

the field of web design.

HTML & CSS: I use the HTML and CSS languages to create responsive web structures and visually attractive.

JavaScript: Solid knowledge in JavaScript to develop interactive and dynamic functionality on websites.

SEO (Search Engine Optimization): Basic knowledge in SEO to optimize websites web and improve their visibility in search engines.

WordPress: Skills to create and manage WordPress sites, including customizing themes and plugins.

Responsive Design: The ability to develop responsive websites that provide an experience of great usability on all devices.

Additional Notes

I am a young passionate web developer and designer, eager to bring value through creativity, attention to

details and professionalism. I like to continuously learn and find effective solutions that respond customer and user needs. I am open to collaborations, with transparent communication and respect for deadlines.

I look forward to contributing with enthusiasm and dedication to your team.

Link for portfolio made entirely by me

<https://florinps.github.io/test/>

Desired Areas of Work: mass-media, creation, design, informatics, programming