

PORTFOLIO

PREPARED FOR THE
EUROPEAN CENTRAL BANK

Dear recruiter,

I am forwarding you a sample of my portfolio. The selection includes a number of examples from activities that I think might be relevant to the position advertised. Nevertheless, this is just an overview and if requested, I can provide more samples, including original files and high-resolution screen shots.

a

Other links:

<https://alexe.us/>

https://dribbble.com/lucian_alexe

https://www.behance.net/Lucian_Alexe

<https://www.youtube.com/channel/UCESFV43pEIWjsR2g1MfffWw>



Annual Report

DESCRIPTION

An annual report publication, that looks at past achievements of the Reproductive Health Supplies Coalition.

MY ROLE

- Overall concept
- Layout design
- Photography treatment
- Prepress preparation of the digital file

TOOLS USED

- Adobe Photoshop: Photo manipulation
- Adobe InDesign: Layout
- Adobe Illustrator: Icons and other vectorial design
- Adobe Distiller: Prepress analysis and preparation



[See the full file](#)

Advocacy Kit

DESCRIPTION

An advocacy kit composed of a guide, poster, infographic, stickers and postcards. The campaign was promoting access to health supplies in different regions in Sub- Saharan Africa. Here I'm presenting only the Guide.

MY ROLE

- Concept & Design of the full kit
- Pre-press

TOOLS USED

- Adobe InDesign: Layout
- Adobe Photoshop: Photography treatment
- Adobe Illustrator: Icons

ADVOCACY GUIDE

TAKE STOCK
An empty shelf is everyone's problem.

Every day thousands of women in developing countries embark on a futile journey.

They often walk miles from home for contraception. Yet, when they arrive at the healthcare facility or pharmacy they find their contraceptive of choice out of stock. And usually there's no information about when the product will again be available. So these women, full of hope, repeat the trip the next week and the week after that. The shelf remains empty and the woman has no answers and no options.

We're dreaming big. We want to put an end to stockouts of reproductive health supplies. That's why Take Stock mobilizes stakeholders, facilitates the development of a common language we can all use to talk about stockouts and gathers the commitments needed to spur real action.

Stockouts of reproductive health supplies are unacceptable in any clinic, in any community, in any country. We know how to fix the problems. The solutions are within reach. And that's why we must take action now.

Will you help us by advocating for action and commitment in your country? This advocacy toolkit will help get you informed on the issue, supply you with the tools you need to communicate to decision-makers about stockouts and why they matter, and press them to make a commitment to end reproductive health stockouts once and for all.

WHAT YOU NEED TO KNOW
Talking points for advocacy

THE CORE NARRATIVE

Access to family planning and contraception is essential to improving the health of women, children and economies and allows women and girls to exercise their sexual and reproductive rights time and space for their pregnancies. Yet, in many of the world's poorest countries women travel an entire day seeking access to contraceptives only to find an empty shelf. Contraceptive stockouts lead to high rates of unintended pregnancies and unmet need, and increased maternal and infant mortality. Take Stock aims to resolve the contraceptive stockouts and ensure every shelf is stocked with a wide range of high-quality contraceptives that women and families want and need.

Around the world too many women do not have access to contraceptives simply because of product stockouts in local healthcare facilities. Their reproductive health needs are unmet and the implications are real.

Currently, more than 220 million women have an unmet need for family planning—many as a result of stockouts. If these 220 million women used a method of modern contraception, this would result in:

52 M fewer unintended pregnancies	21 M fewer unplanned births	70,000 estimated number of lives saved*
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Women and girls have a right to contraceptive security and to a wide range of high-quality contraceptive methods since 198 countries adopted the Beijing Platform for Action in 1995. That platform recognized reproductive rights as fundamental human rights and reaffirmed that one of the aim of family-planning programs must be to ensure informed choices and make available a full range of safe and effective methods.

Resolving stockouts means healthier women, healthier families and healthier communities. When women have consistent access to contraceptives, there are fewer maternal deaths, fewer infant deaths, fewer abortions, and fewer unintended pregnancies.

*Guttmacher Institute and UNFPA. Adding It Up: The Costs and Benefits of Investing in Sexual and Reproductive Health, 2014. <http://www.guttmacher.org/pubs/AddingItUp2014.pdf>



[See the full file](#)

Case study report

DESCRIPTION

A report looking at how to implement a strategy for the next funding cycle.

MY ROLE

- Overall concept
- Layout design
- Prepress preparation of the digital file

TOOLS USED

- Adobe Photoshop: Photo manipulation
- Adobe InDesign: Layout
- Adobe Illustrator: Icons and other vectorial design



Strategic plan report

DESCRIPTION

The strategic plan of a working group.

MY ROLE

- Overall concept
- Layout design
- Prepress preparation of the digital file

TOOLS USED

- Adobe Photoshop: Photo manipulation
- Adobe InDesign: Layout
- Adobe Illustrator: Icons and other vectorial design

I. Introducción y Antecedentes

A pesar de los avances recientes, América Latina y el Caribe es la región más desigual del mundo, seguida por África Subsahariana. Esta desigualdad tiene diversos matices: ingresos, capacidades, oportunidades, productividad, innovación, habitabilidad, cobertura, goce de derechos, entre otros.

Según las cifras del Banco Mundial, los países más desiguales del mundo son¹: 1) Suráfrica, 2) Haití y 3) Honduras; le siguen 4) Colombia, 5) Brasil, 6) Panamá, 7) Chile, 8) Ruanda, 9) Costa Rica y 10) México. En el ranking de los 10 países más desiguales, 8 son de LAC.

En contraste, América Latina y el Caribe (LAC) ha alcanzado en los últimos 50 años tasas altas de uso de anticonceptivos, logrando que millones de mujeres y hombres tengan un mayor y mejor acceso a servicios de salud reproductiva y a anticonceptivos¹, mostrando tasas de uso de métodos modernos por encima del 50% en la mayoría de los países de la región, como se observa en el Gráfico 1.

Asimismo, según el informe publicado en Agosto de 2016 por tres organizaciones de Naciones Unidas, –OPS/OMS, UNFPA, UNICEF– América Latina y el Caribe tiene la segunda tasa de embarazo adolescente más alta en el mundo²; mientras que la tasa mundial es de 46 nacimientos por cada 1.000 adolescentes entre los 15 y los 19 años de edad, en América Latina y el Caribe se calcula en 66.5 nacimientos por cada 1.000 niñas de esa edad (que equivale a 15% del total de nacimientos en la región, o sea, alrededor de dos millones de embarazos por año), sólo superada por la tasa en el África subsahariana. Más aún, LAC es la única región del mundo con una tendencia ascendente de embarazo adolescente en menores de 15 años.

En este contexto, el ForoLAC a través de su membresía y utilizando el Plan Estratégico 2020-2025 se da a la tarea de contribuir al mejoramiento en la disponibilidad de una amplia gama de insumos de salud sexual y salud reproductiva de calidad, a precios asequibles, para mantener e incrementar las tasas de uso de métodos anticonceptivos modernos, contribuir a reducir la inequidad en el acceso a métodos modernos en poblaciones vulnerables y marginadas, así como promover una cobertura efectiva a la población adolescente, facilitando el ejercicio de los derechos sexuales y reproductivos en la región.

Fuente: Banco Mundial, "Taking on inequality", 2016

Figura 1: Los 10 países más desiguales del mundo

País	Índice de Gini
Suráfrica	0.63
Haití	0.60
Honduras	0.53
Colombia	0.53
Brasil	0.52
Panamá	0.51
Chile	0.50
Ruanda	0.50
Costa Rica	0.49
México	0.49

Fuente: https://www.thelancet.com/journals/langlo/article/PIIS214-109X(18)30481-9/fulltext

PLAN ESTRÁTÉGICO FOROLAC 2020-2025

3

PLAN ESTRÁTÉGICO FOROLAC 2020-2025

4

5



See the full file

Infographics

DESCRIPTION

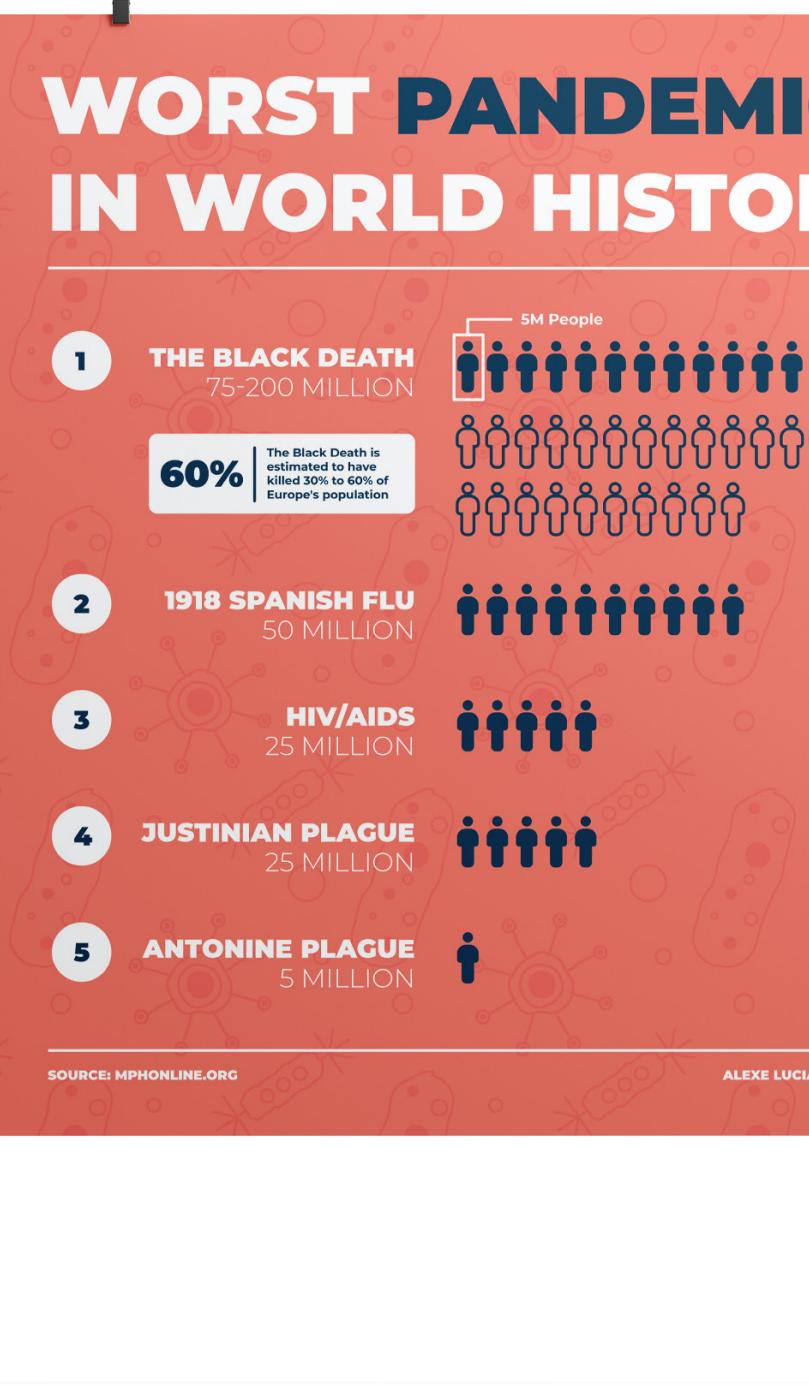
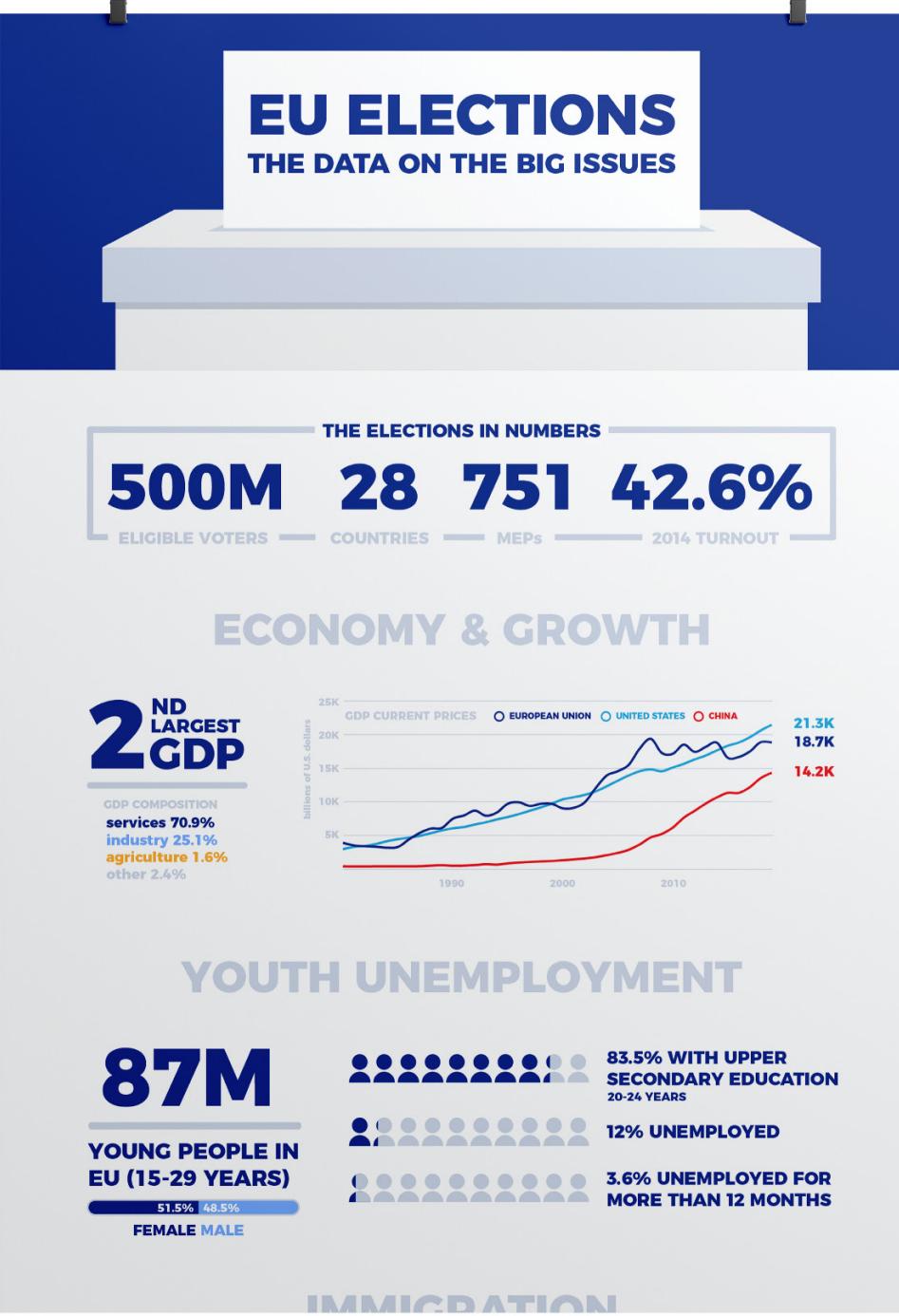
A series of infographics designed over the years.

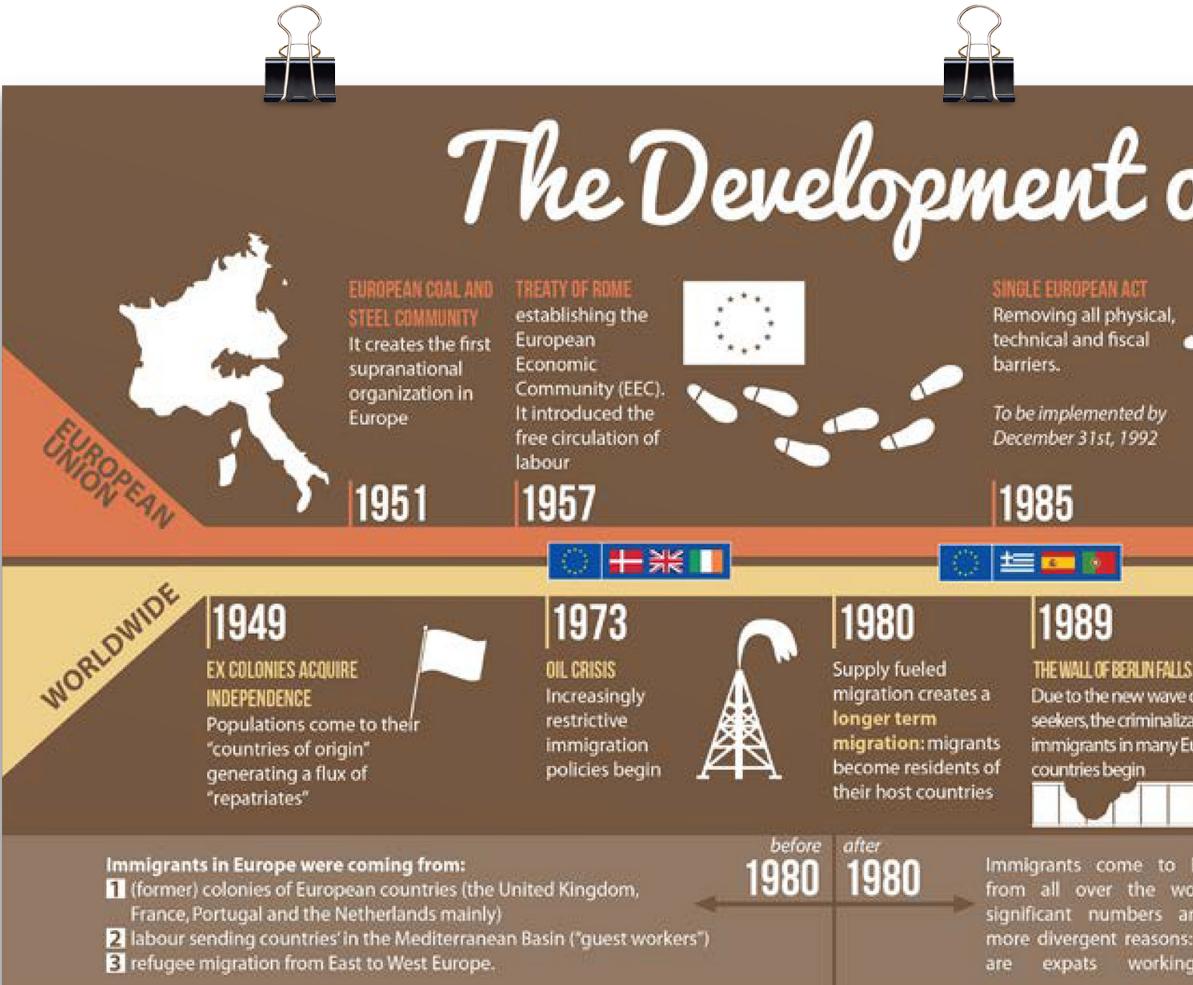
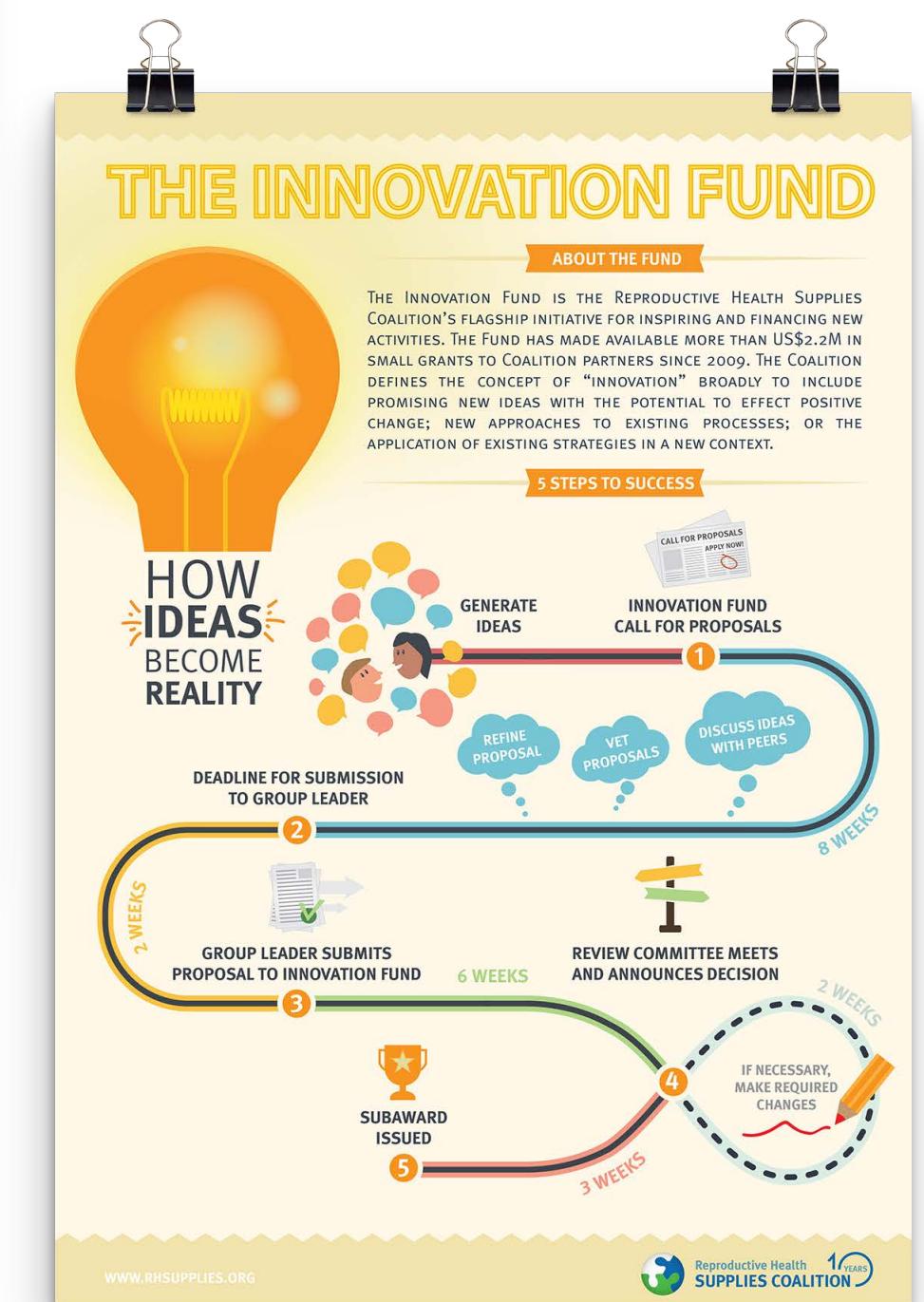
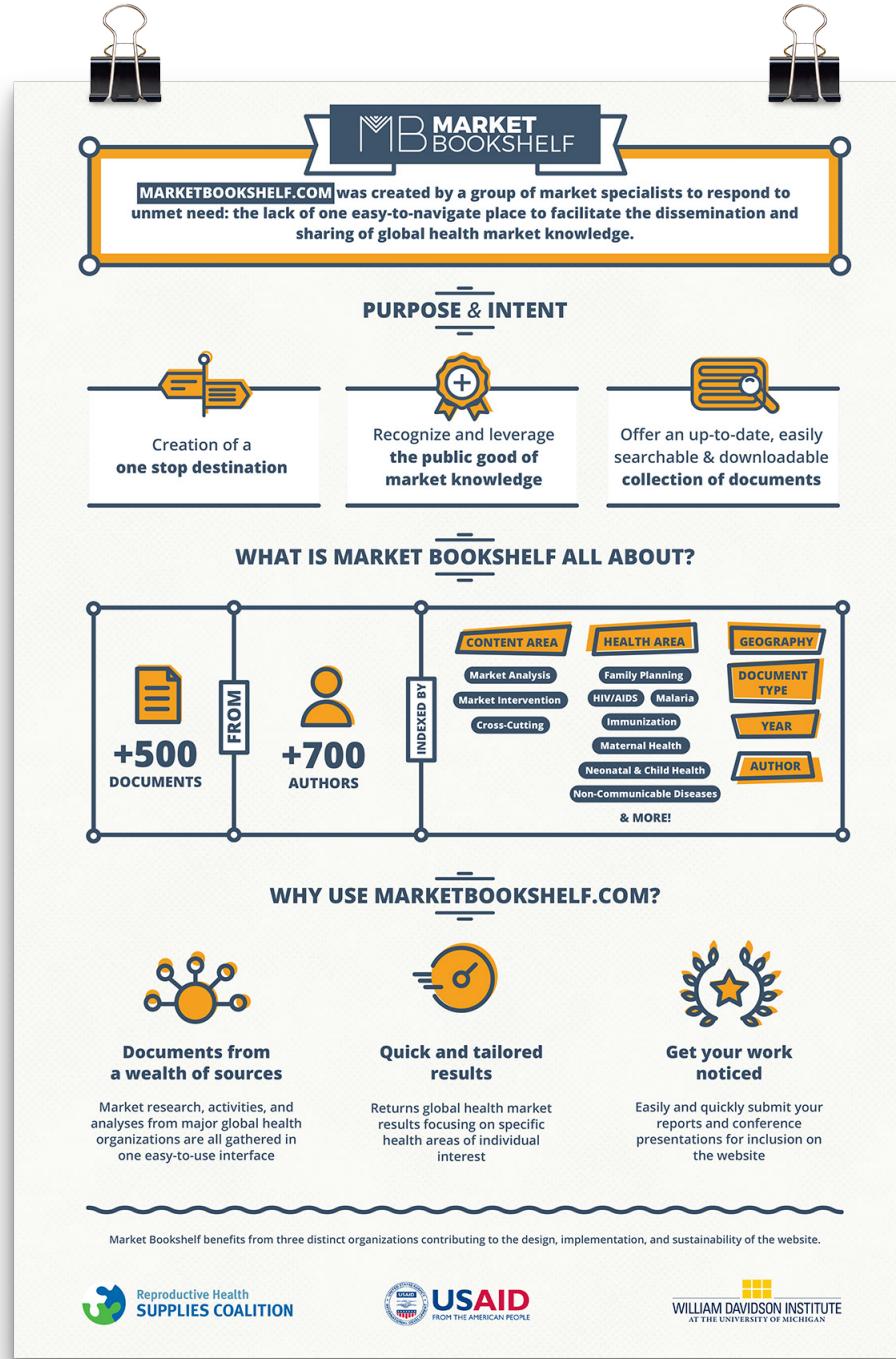
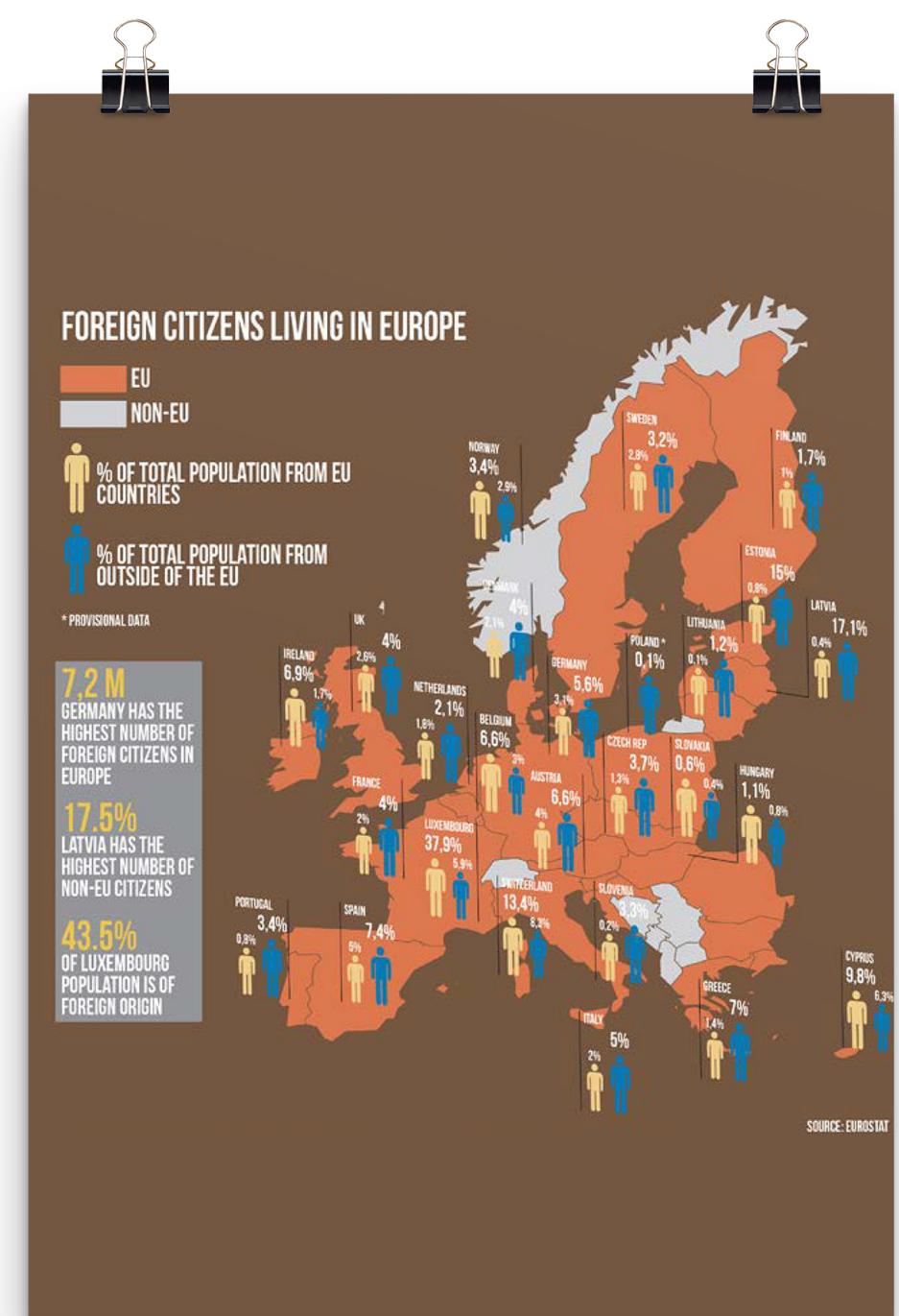
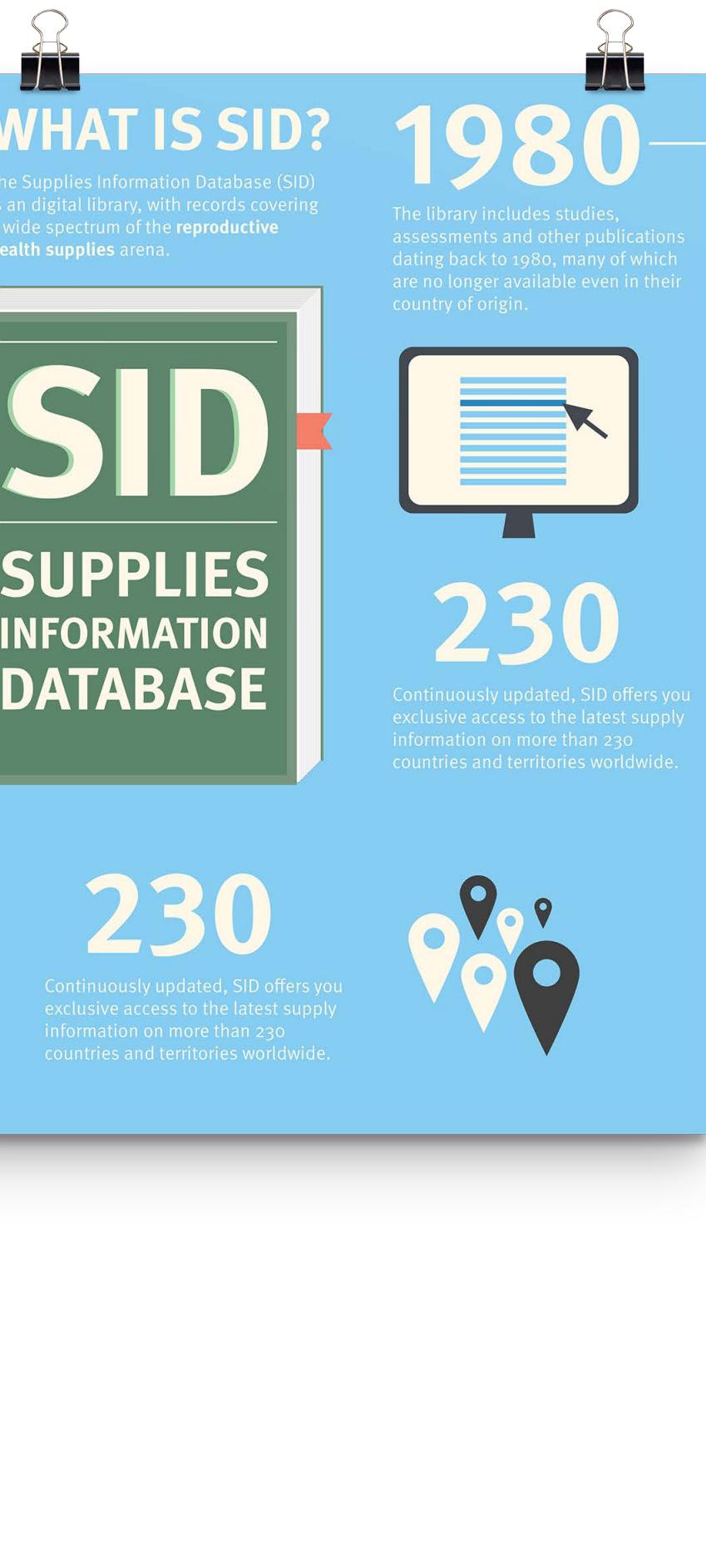
MY ROLE

- Overall concept
- Layout design

TOOLS USED

- Adobe InDesign: Layout
- Adobe Illustrator: Icons and other vectorial design

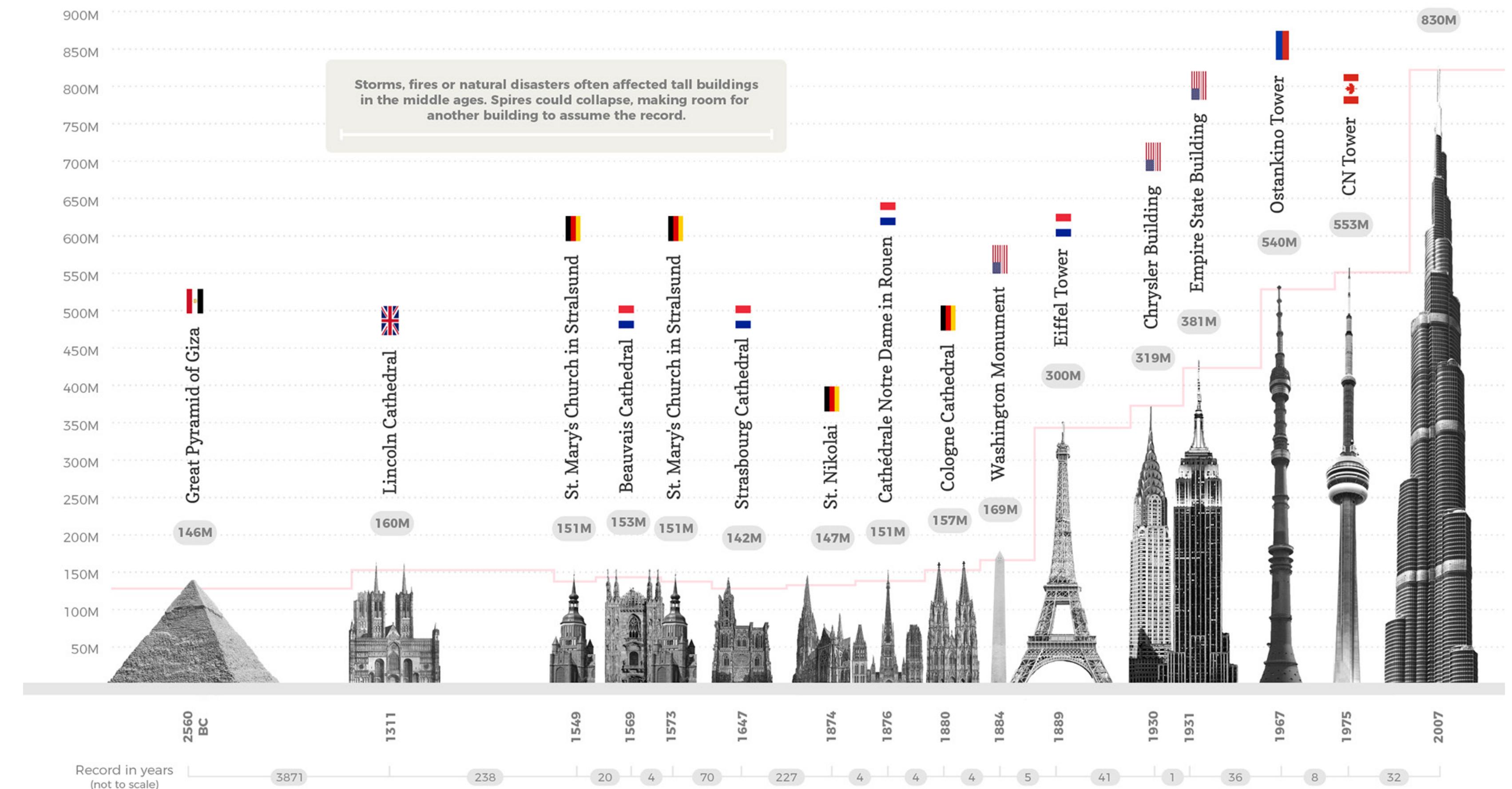




The History of the World Tallest Freestanding Structures

GOOD TO KNOW!

This infographic was featured on a guide on visual literacy published by the University of Sydney.



Factsheets

DESCRIPTION

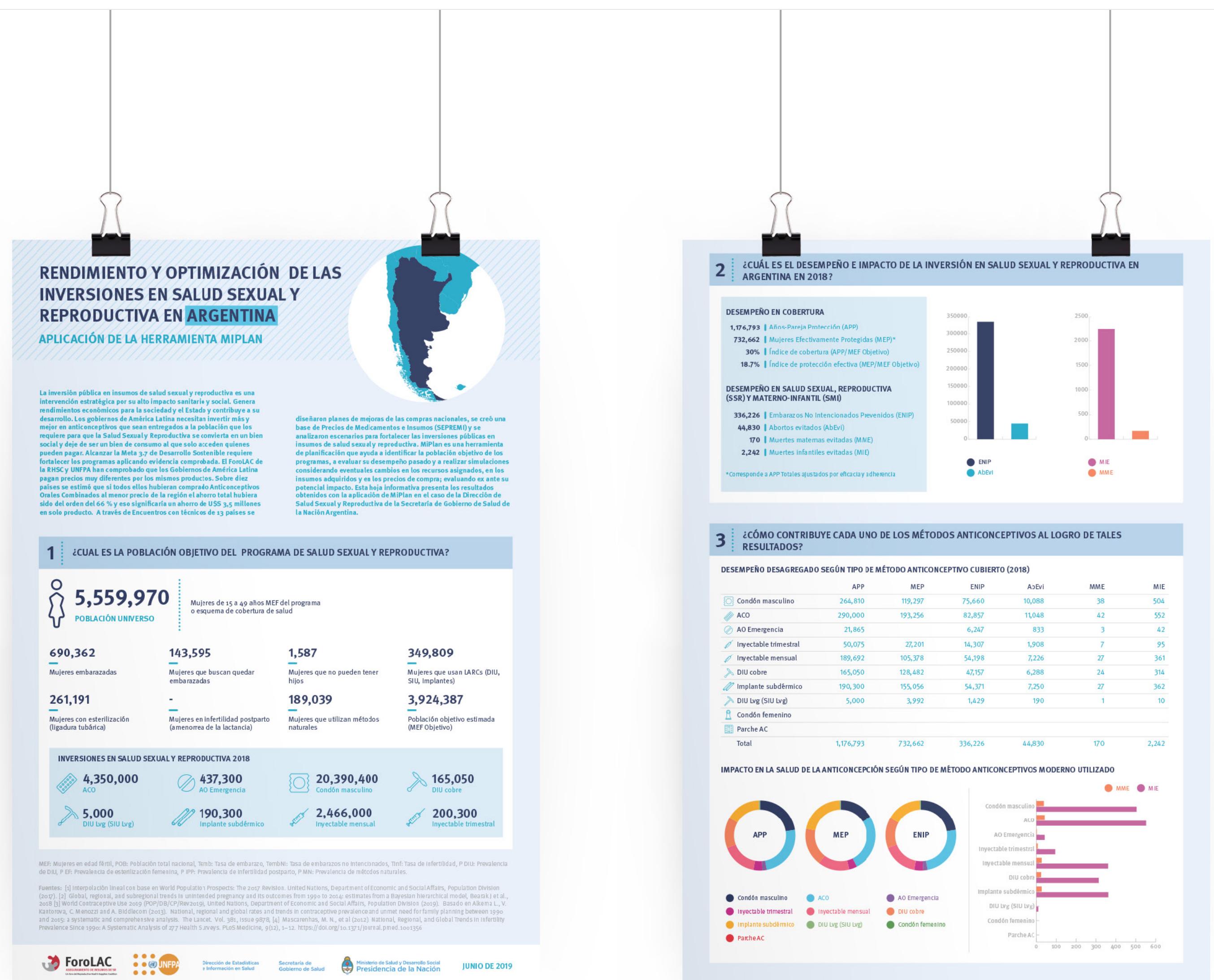
Data factsheets designed for advocacy purposes.

MY ROLE

- Overall concept
- Layout design

TOOLS USED

- Adobe Indesign: Layout
- Adobe Illustrator: Icons and other vectorial design



Factsheets

DESCRIPTION

Data factsheets designed for advocacy purposes.

MY ROLE

- Overall concept
- Layout design

TOOLS USED

- Adobe Indesign: Layout
- Adobe Illustrator: Icons and other vectorial design



See the full file

Social Media Graphics

DESCRIPTION

Various social media graphics designed for different campaigns.

MY ROLE

- Overall concept
- Layout design

TOOLS USED

- Adobe InDesign: Layout
- Adobe Photoshop: Photo Manipulation
- Adobe Illustrator: Icons and other vectorial design

**MENSTRUAL
HEALTH SUPPLIES
ARE REPRODUCTIVE
HEALTH SUPPLIES**

#MHTwitterChat #ItsAboutSupplies

THE ACCESS TO
A HEALTHY LIFE
FOR 493M USERS
IN LMI COUNTRIES

#ITSABOUTSUPPLIES

Reproductive Health SUPPLIES COALITION @ #edd19 | RHSUPPLIES.ORG

IN 37 COUNTRIES —

2 MILLION

FEWER WOMEN RECEIVED
RH SERVICES BETWEEN
JANUARY AND JUNE

#WCD2020 #ITSABOUTSUPPLIES

TODAY
IS ABOUT
SUPPLIES

#WCD2019

Reproductive Health
SUPPLIES COALITION

Want to become a
supply chain manager?

We're giving away 5 scholarships
of up to US\$2,500

<http://bit.ly/laptop-scholarships>

**10s of 1000s
of women die
needlessly
every year**

Join people who care. Put a
stop to #unsafeabortion.

Reproductive Health
SUPPLIES COALITION

bit.ly/SafeAbortionDay2018

WORLD POPULATION DAY
11 JULY

Healthy supply chains
can save lives.
Play this game to learn
more and win prizes!

Reproductive Health
SUPPLIES COALITION

bit.ly/WorldPopDay2018

Girls and women
who use menstrual



Editorial Graphics for Blog posts

DESCRIPTION

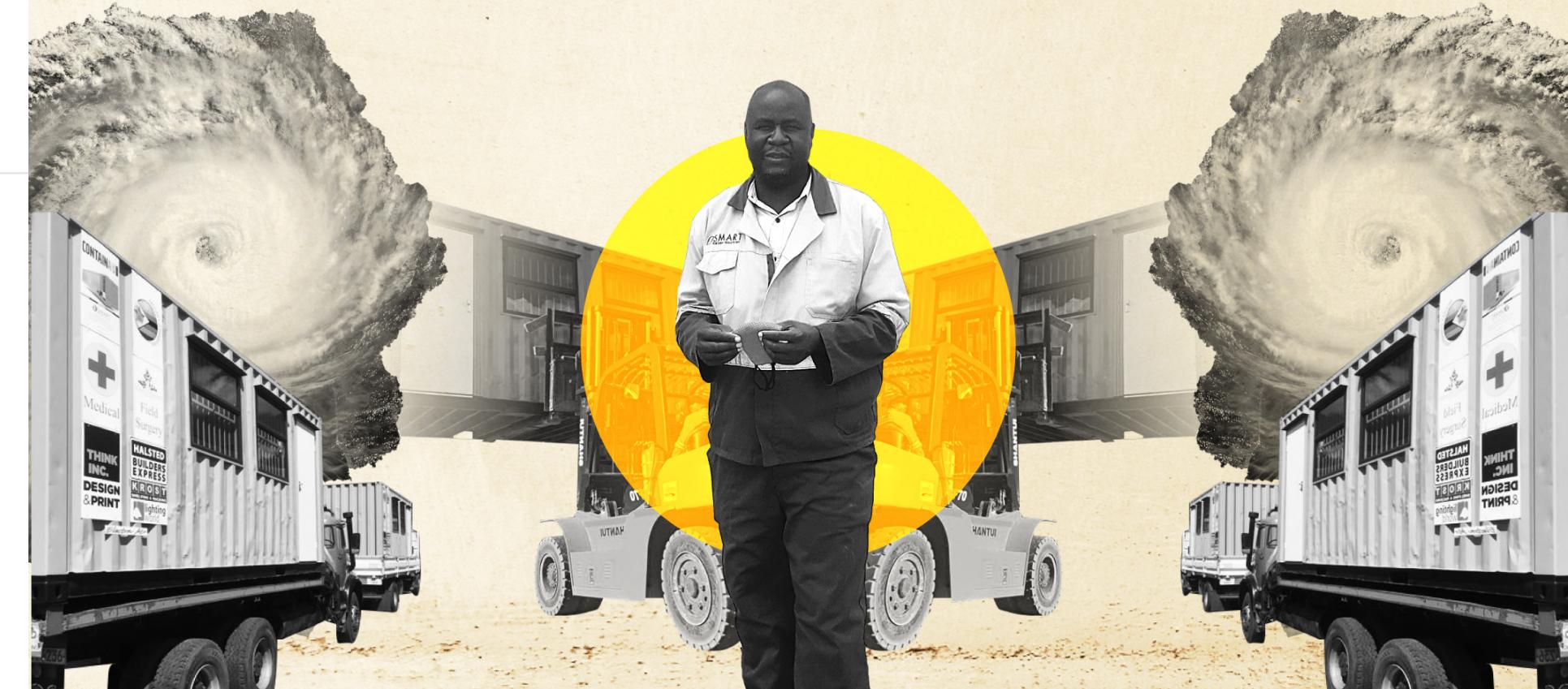
Various graphics designed for blog articles.

MY ROLE

- Graphic Design

TOOLS USED

- Adobe Photoshop: Photo Manipulation
- Adobe Illustrator: Icons and other vectorial design



Event Branding

DESCRIPTION

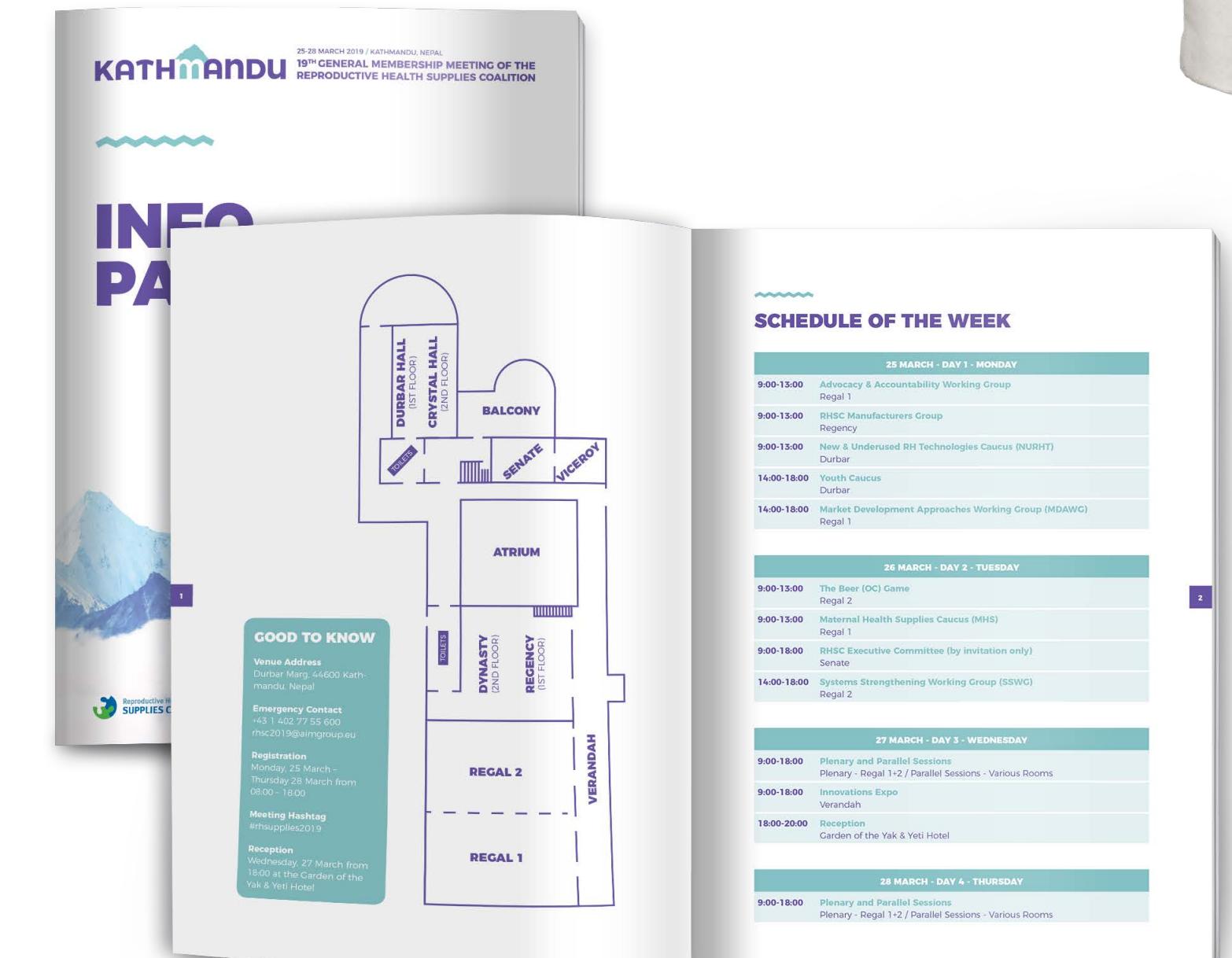
Full branding execution of a 350+ persons meeting. This included everything from logo and brand assets to web development of the website, layout of the publications, banners and merchandise.

MY ROLE

- Overall concept
- Graphic design
- Web design and development
- Merchandise

TOOLS USED

- Adobe Illustrator, Photoshop, InDesign for the publications, banners and other media assets
- Sublime, Git for web development (CSS, HTML and JS)



State of the Coalition

John Skiblak, RHSC



Photograph of the event, to showcase main banner, powerpoint template and other brand elements

Event Photography

DESCRIPTION

Samples from different corporate events photographed

MY ROLE

- Photography on-site
- Digital processing

TOOLS USED

- Adobe Photoshop and Lightroom for photography processing
- Different camera systems (DSLRs, Micro Four-Thirds)



Photographing projects on the ground

DESCRIPTION

I was comissioned to document a series of projects in Uganda, spending two week with different communities, both in urban and rural areas.

MY ROLE

- Photography on-site
- Digital processing

TOOLS USED

- Adobe Photoshop and Lightroom for photography processing
- Different camera systems (DSLRs, Micro Four-Thirds)



Explainer video

DESCRIPTION

A 5 min video showcasing the “Innovation Fund”, a funding programme that awards small grants to innovative projects.

MY ROLE

- Storyboarding the script
- Motion Graphics Design
- Sound Recording

TOOLS USED

- Adobe Illustrator: Graphics and storyboard
- Adobe After Effects: Animation
- Adobe Audition: Sound processing



WHAT DO THEY HAVE IN COMMON?



[See the full video](#)

Video profile

DESCRIPTION

A series of three profiles of different interns working for an NGO called UNITEE. On this slide I'm presenting one of the three videos.

MY ROLE

- Overall Concept
- Video & Sound Editing
- Motion Graphics

TOOLS USED

- Adobe Illustrator: Storyboard
- Adobe After Effects: Animations
- Adobe Premiere: Editing & Sound



[See the full video](#)

Last Mile

DESCRIPTION

A 3 min video about access to reproductive health supplies, centered around the last mile concept of the supply chain.

MY ROLE

- Video & Sound Editing
- Motion Graphics

TOOLS USED

- Adobe Illustrator: Storyboard
- Adobe After Effects: Compositing
- Adobe Premiere: Final render and sound editing



[See the full video](#)

The Antiquarian

DESCRIPTION

A short feature about Stef, one of the biggest antiquarians in Brussels.

MY ROLE

- Video and sound recording
- Video & Sound Editing

TOOLS USED

- Adobe Premiere: Video editing
- Adobe Audition: Sound editing



[See the full video](#)

Promotional video for Market Bookshelf

DESCRIPTION

A short introduction to Market Bookshelf, a free digital publications database.

MY ROLE

- Concept
- Motion Graphics

TOOLS USED

- Adobe After Effects: Editing
- Adobe Illustrator: Graphics and storyboard



[See the full video](#)

Making-off video

DESCRIPTION

Making-off video for a conference in Nepal.

MY ROLE

- Overall Concept
- Video recording
- Video & Sound Editing
- Motion Graphics

TOOLS USED

- Adobe Illustrator: Storyboard
- Adobe After Effects: Animations
- Adobe Premiere: Editing & Sound



[See the full video](#)

Making-off video

DESCRIPTION

Making-off video for a conference in Seattle. I also designed the branding, merchandise and all the media assets.

MY ROLE

- Videographer
- Branding and graphic design

TOOLS USED

- Adobe Photoshop and Lightroom for photography processing
- Different camera systems (DSLRs, Micro Four-Thirds)
- Adobe Premiere and After Effects for video editing and motion graphics



[See the full video](#)

Interactive end of the year report

DESCRIPTION

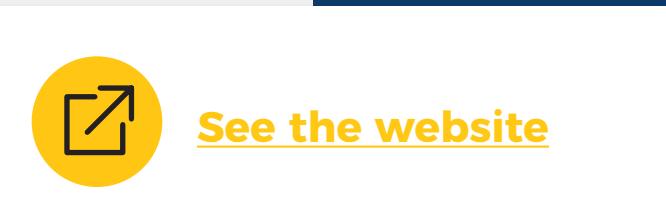
A website showcasing the highlights of the year 2020.

MY ROLE

- Concept (colors, graphics)
- Web Development (HTML, CSS, JS)
- Animations

TOOLS USED

- Adobe Illustrator: Storyboard
- Adobe After Effects: Animations
- Dreamweaver & Sublime: HTML/CSS/JS Coding



This year, COVID-19 confounded our expectations of a robust supplies ecosystem and plunged us into the darkness of the unknown.

As the drama unfolded, we re-committed to our central mission: to protect the availability, quality, choice and affordability of reproductive health supplies, even – or especially – in this time of crisis.

We held up a light for our member organizations – we offered a closer look into supply chain data; we empowered governments to make informed lifesaving decisions; and we dared our community to challenge time-worn assumptions of our landscape.

Our greetings this year-end come to you flecked with sky lanterns — symbols the world over for connection, hope and good wishes for the new year.

We cut through the COVID-19 infodemic by focusing global attention on supplies

This year, our thought leadership came to the fore. As COVID-19 began undermining the availability of supplies and services, we reached out to the wider community, we worked to separate hearsay from fact, and we embarked on the development of a new road map to build resilient public health supply systems. We called for beleaguered menstrual health supplies to be declared essential, because periods



Market Bookshelf

DESCRIPTION

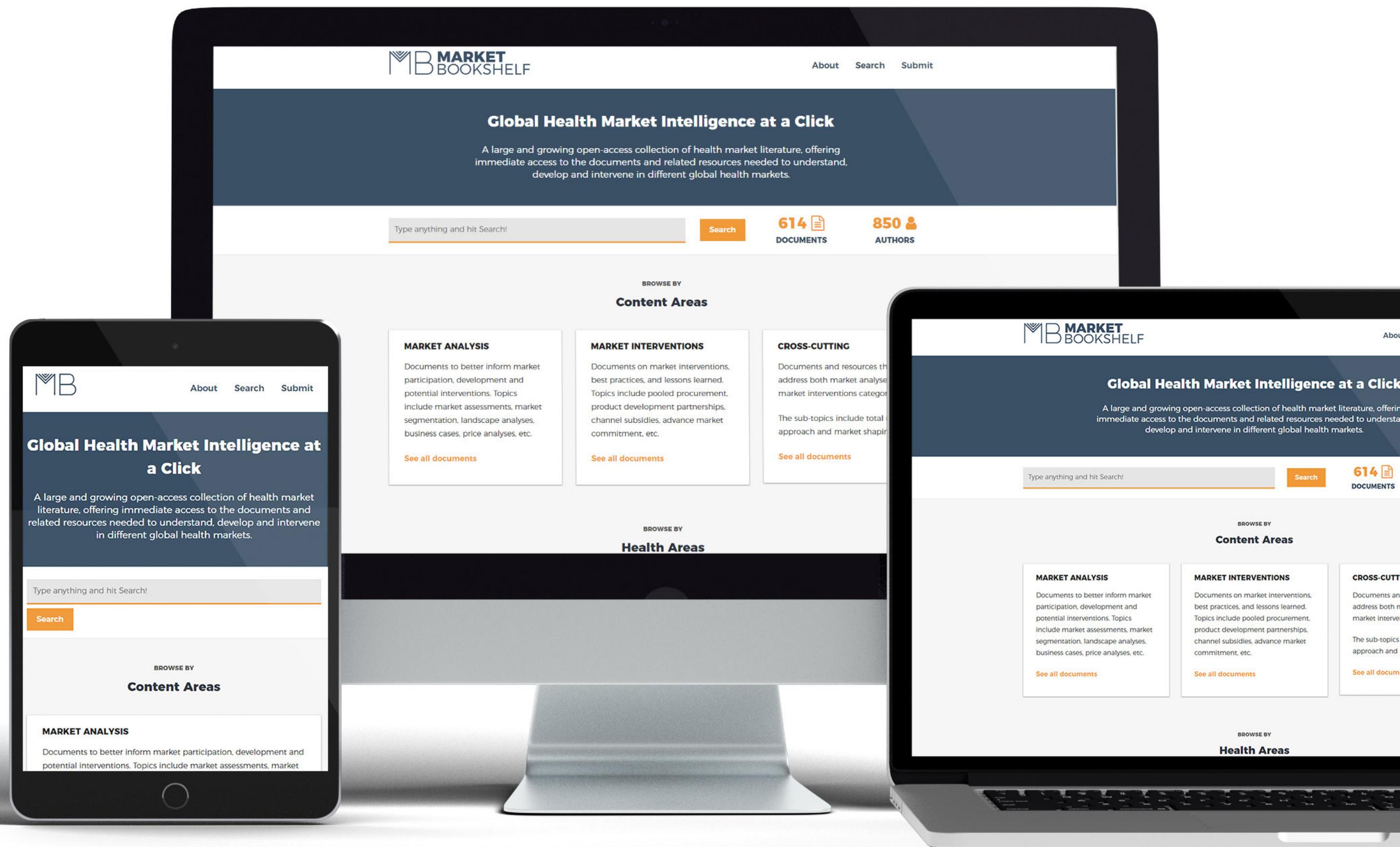
Market Bookshelf is an open-access collection of health market publications.

MY ROLE

- Branding (logo, typography, colors)
- Web design (mockups)
- Web development (development of the CMS, HTML/CSS theme, PHP integration)
- Creating the promotional package (social media banners, videos, infographic)

TOOLS USED

- Adobe Illustrator: Logo, Web Design, Infographic
- Dreamweaver & Sublime: HTML/CSS/PHP Coding
- Adobe After Effects: Promotional Video



[See the website](#)