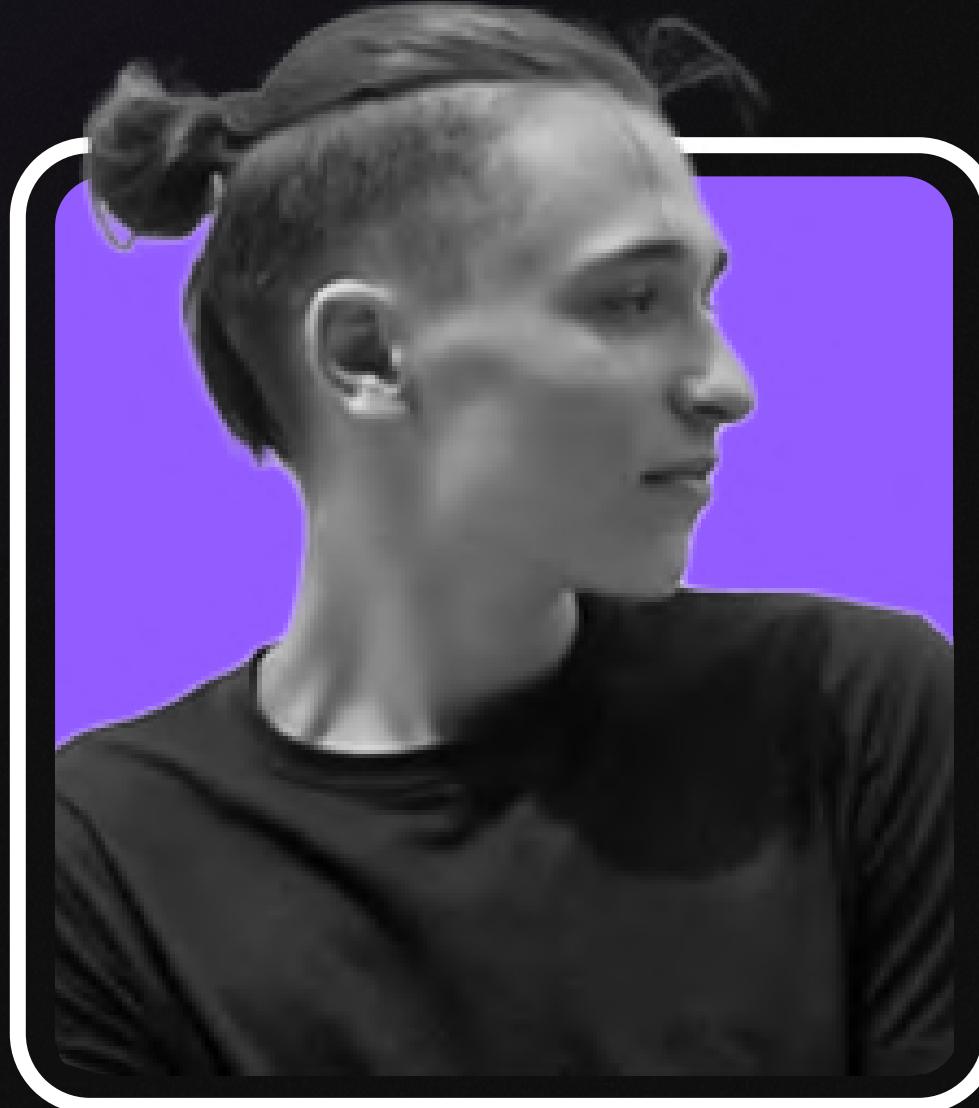


# PORTFOLIO

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## ABOUT

I'm Adrian, but you can call me Adi. I'm a business enthusiast located in Romania. Alongside my passion for **effective communication and marketing strategy**, *I thrive on crafting high quality designs*. Traveling is a source of inspiration for me, both in business and in life.

## CONTACT

 georgetudorica2310@gmail.com

 @adittba

## EDUCATION

2018 - 2022

**Faculty of Business Administration in Foreign Languages, Bucharest**

Certification in Business Administration

2016 - 2019

**The Private School for Fine Arts, Bucharest**

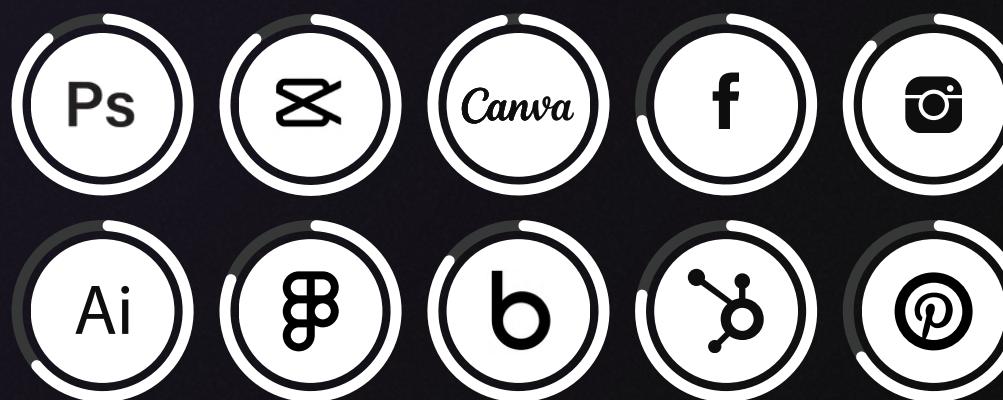
Certification in Fine Arts

2014 - 2018

**Nicolae Iorga - Mathematics and Computer Science Highschool**

Certification in Computer Science

## SKILLS



## FIELDS

**Graphic Design**

**Paid Social Media Ads**

**CRM Integration**

**Email Marketing & Template Design**

**Branding & Brand positioning**

**Content Strategy & Creation**

**Content Calendar, Scheduling & Distribution Content Split-testing**

**Social Page Optimisation**

**Engagement Boosts**

**Brand Reputation Management**

**End Of Month Reporting**

## EXPERIENCE

2022 - present

**Online Freelancing**

2019 - 2022

**Freelance for Local Businesses**

# GRAPHIC DESIGN

# Apex Arena

**Apex Arena** is a fitness establishment revolutionizing workouts by integrating AI with *personalized training plans* recommended by expert fitness trainers.

I have developed a **Logo Design** that emphasizes the concept of fitness while also incorporating elements of artificial intelligence, utilizing the color green which is commonly associated with the **wellness** sector. The logo features an **A-shaped** design (from the name of the app), resembling a person engaged in a deadlift.



Dumbbell



Letter A



Man performing deadlift



Your Personal Gym Companion

Shape Your **Body**

**Full Body** **Workout**

850 kcal 45 min

START

Running Distance 3.7 km

Cycling Distance 8.6 km

Blood Pressure

Calories 850 kcal

Sleep 7h & 35 mins

Protein 98 Grams

Weight 86 KG

796 ms R-R Interval

800 ms 800 ms 800 ms

Sign Up Log In

Talk to a professional

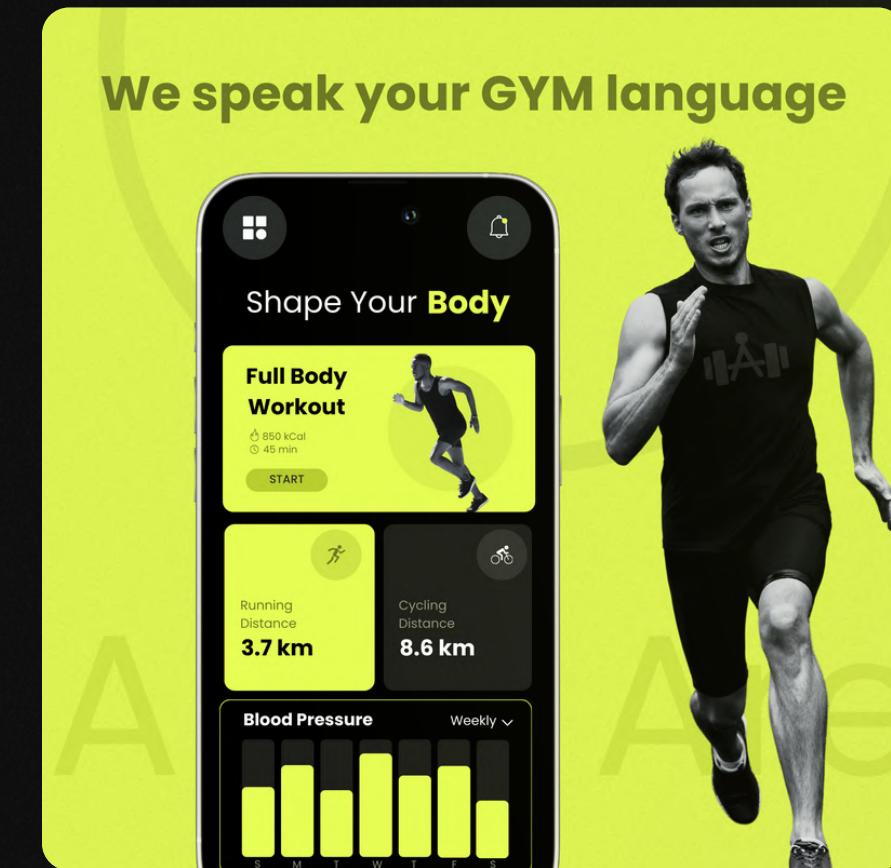
Vanessa Adrian Sarah

Heart icon

Speech bubble icon

Share icon

Bookmark icon





Here is a glimpse into the user interface that I created. With a sleek and intuitive design, Apex Arena makes navigating the fitness journey a breeze.

The user interface seamlessly integrates an intuitive design, offering effortless accessibility to every element within the application.

The clean and sporty aesthetic not only enhances visual appeal but also ensures a user-friendly experience.

# UP Finance

**UP Finance** is a *financial platform* transforming online payments by making them safe and fast.

I've designed a **Logo** that embodies the spirit of financial empowerment and security. The logo cleverly incorporates the letters "**UP**", an *ascending arrow* denoting fundraising, and an *umbrella* symbolizing safety.



'UP' Word

# UP Finance



Arrow



Umbrella

+

+



A promotional graphic for the mobile application. It features a central smartphone displaying the app's home screen with the text "Investment And Money Management" and "Get Started". Surrounding the phone are several floating icons representing different brands: DoorDash (red circle), LinkedIn (blue square), a bell (purple circle), Starbucks (green circle), and a magnifying glass over a chart (green circle). The background is dark purple. At the bottom, there are social media sharing icons: a heart, a speech bubble, a share arrow, and a bookmark.





Here is a glimpse into the user interface that I created. With a sleek and intuitive design, Apex Arena makes navigating the fitness journey a breeze.

The user interface seamlessly integrates an intuitive design, offering effortless accessibility to every element within the application.

The clean and sporty aesthetic not only enhances visual appeal but also ensures a user-friendly experience.

# Gecko Grind

**Gecko Grind** is a *coffee haven* that offers freshly brewed coffee with a tropical twist. They want to deliver a premium experience at an affordable price.

The Logo cleverly combines the letter "**G**", a *lizard*, and a *coffee bean*, representing the essence of the **coffee shop** with a touch of charm and nature.



# Gecko Grind



Lizard



'G' Letter



Coffee Bean



Warm colors are incorporated to evoke a welcoming and **hospitable** atmosphere, creating an **inviting ambiance** for coffee enthusiasts.

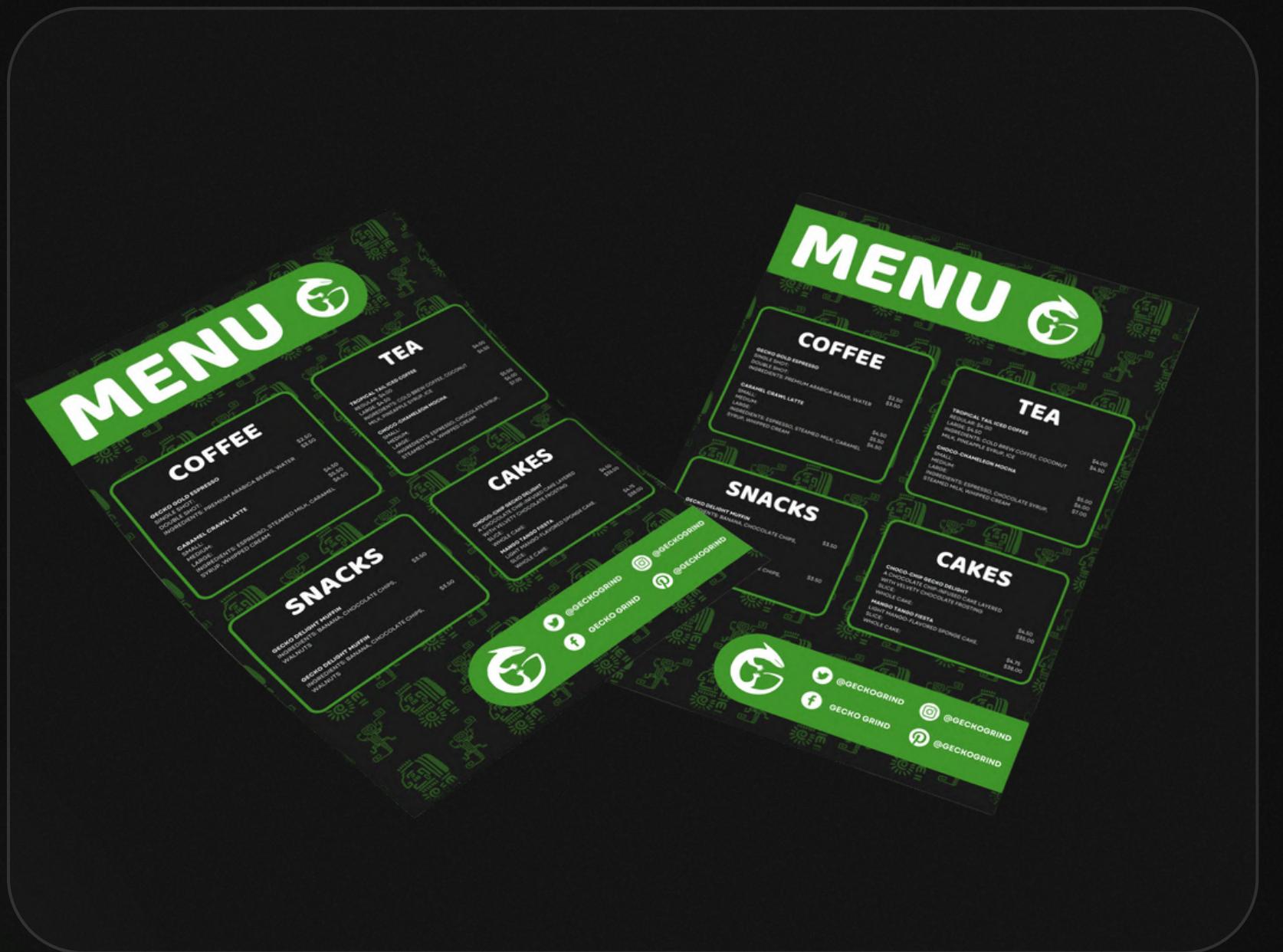
This mockup demonstrates that the chosen **color palette** exudes tropical vibes, making it eye-catching and appealing to potential customers.





A social media post template for Gecko Grind. It shows three coffee cups with the "Gecko Grind" logo. The top card has a red header with "SIP IN STYLE!" and "ELEVATE YOUR COFFEE EXPERIENCE". The middle card has a yellow header with "CREATE YOUR OWN!" and "AT NO COST AT ALL!". The bottom card has an orange header with "DEAL! DEAL! DEAL!". There are navigation icons at the bottom: a heart, a speech bubble, a share icon, and a bookmark. A small "Gecko Grind" logo is in the top right corner of the post area.





# THUMBNAIL DESIGN

## Documentary Thumbnail

This documentary Thumbnail highlights the transformation of a man from poverty to becoming the 'king' of Las Vegas. It contrasts his humble past with his current wealth, creating a compelling visual narrative.



**16** Images

**32** Layers

**6** Hours

## Finance Thumbnail

This finance thumbnail features a confident man looking directly at the camera, conveying credibility. Seated in a comfortable lounge setting, it signifies that his success is attainable from home, with visible platforms in the background.



9 Images

21 Layers

3 Hours

# PHOTOCOMPOSITE



Before



After



Before



After

THANK YOU!