



Creative Portfolio

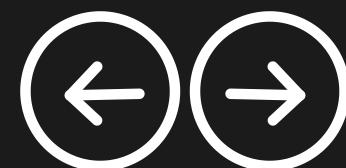


Presented by
**Andreea-Florina
Tutunaru**



Introduction

Welcome to my portfolio – a selection of design projects shaped by user-centred processes and creative problem-solving. My work spans across branding, UX/UI and graphic design, reflecting both a solid foundation in design principles and a focus on impactful visual communication.





Content



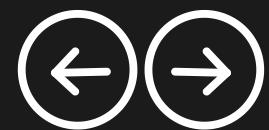
* Portfolio

* Skills

* Education

* Contact

Parson Dynamics Industrial Website Redesign



Parson Dynamics

Industry redesigned

Option 1
Parsons dynamics is more than just an industrial manufacture company.
Our main focus is helping to design.

Option 2
Parsons dynamics is more than just an industrial manufacture company.
Our main focus is helping to design.

Option 3
Parsons dynamics is more than just an industrial manufacture company.
Our main focus is helping to design.

Quick Links

- [About](#)
- [Learn More](#)
- [Our Team](#)

Contact Us

- [Phone](#)
- [Email](#)
- [Main Support](#)

Login

- [Employee Login](#)
- [Customer Login](#)
- [Help](#)

Parson
DYNAMICS

Created a sleek, user-friendly website for Parson Dynamics, a fictitious industrial company, with clear navigation and engaging visuals to strengthen their digital presence.

Parson
DYNAMICS

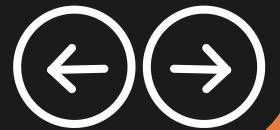
Headline will go right here

Parsons dynamics is more than just an industrial manufacture company.
Our main focus is helping to design, produce and mass produce any product imaginable. We source our materials from the purest of sources that are both sustainable and friendly to the environment.

Our talented team has produced and manufactured products with a global distribution in the millions.

Have an idea?
Let's build it together.

Dime Personal Finance App



Who is opening
the app today?

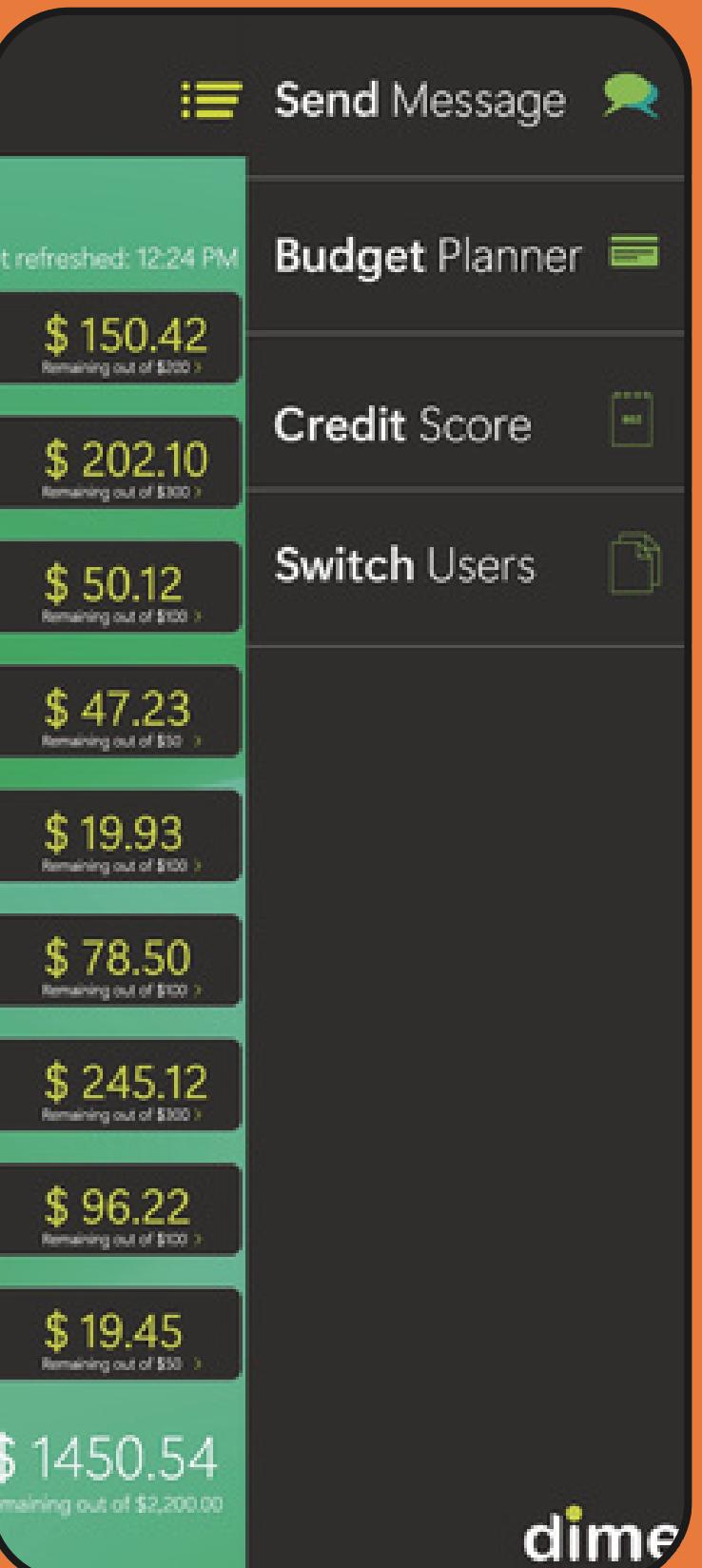
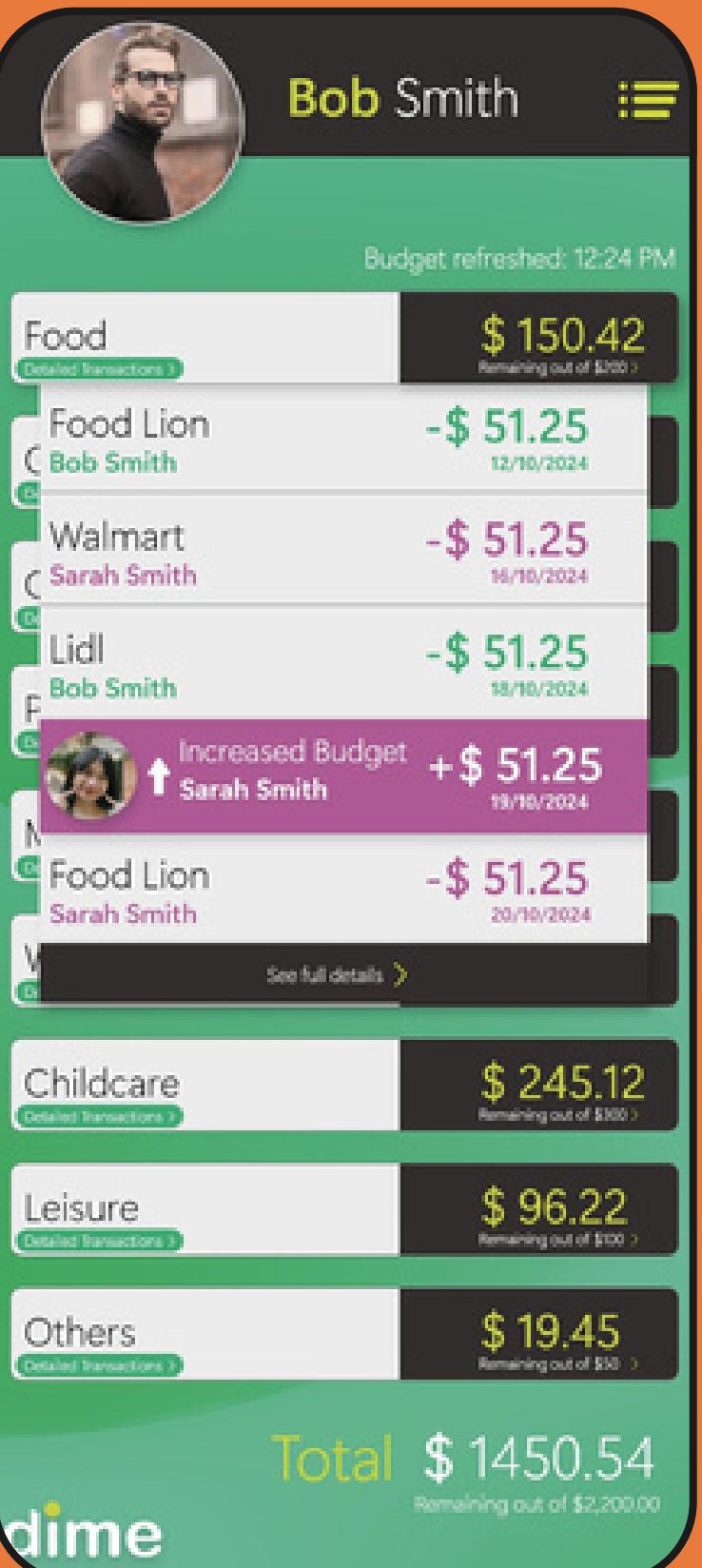
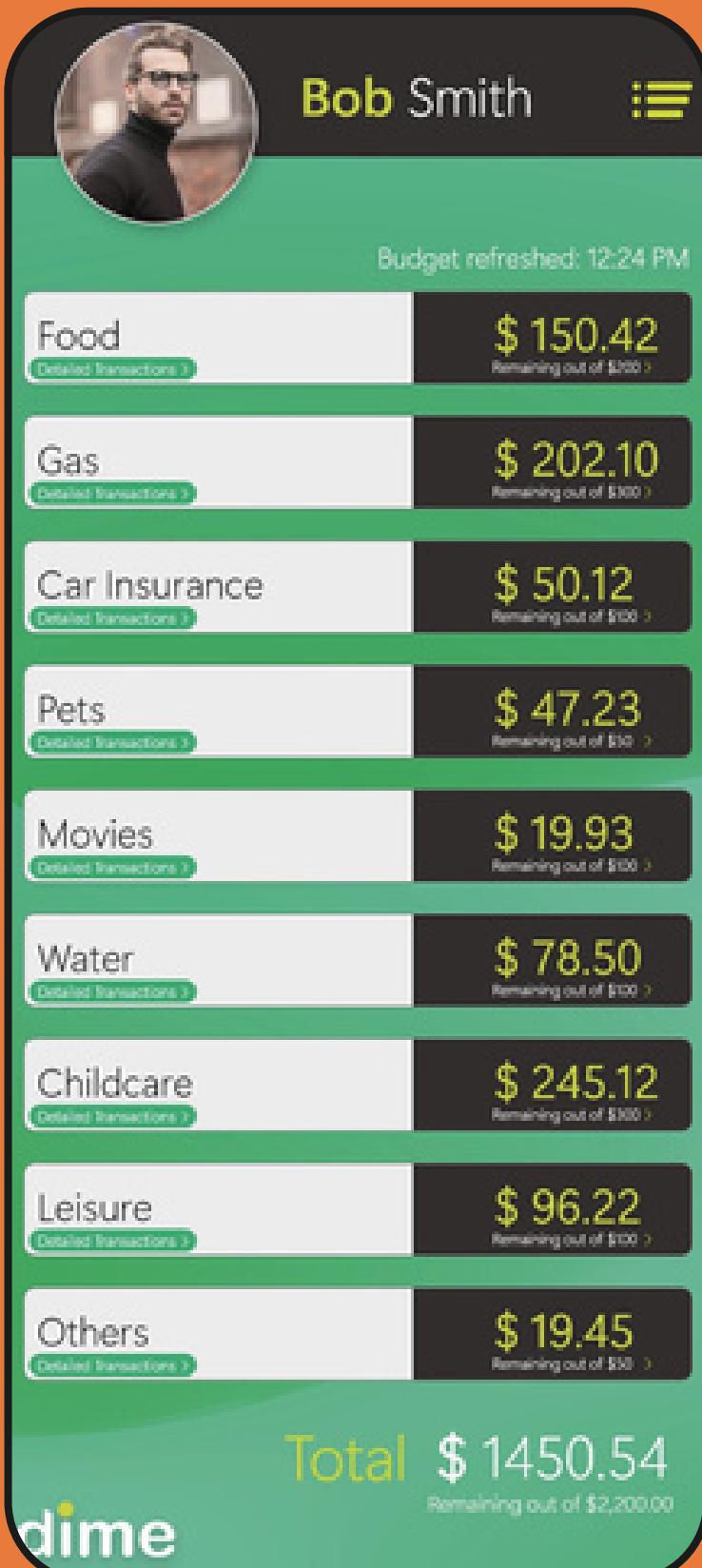


Bob Smith

Sarah Smith

dime
your money made simple

The Dime Corp, 2024



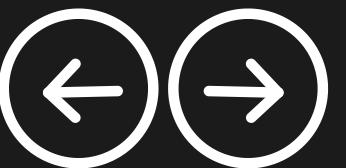
- * Designed a user-centred finance app for Dime, simplifying budgeting and expense tracking.

- * Built intuitive user flows for seamless navigation and interaction.

- * Developed interactive data displays enabling users to manage spending with clarity and ease.



Pureform Skincare Branding Design



Developed a clean, minimalist branding concept for Pureform, featuring two skincare products. The design highlights natural ingredients and simplicity, reflecting the brand's mission. Labels use minimal text to communicate key benefits with clarity and impact.



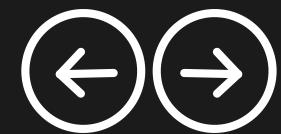


Amethyst Collection Campaign

- * Developed a vibrant campaign for the fictional Amethyst Collection, featuring bold purple hues and a luxurious finish.
- * The tagline “Dare to Shine Boldly” promotes self-expression, confidence and elegance.
- * Rich visuals highlight striking makeup shades through impactful colour themes.



The Brew House - Social Media Campaign



An inviting campaign that emphasises warmth and connection, featuring a cosy aesthetic to attract customers. The minimalist design and rich tones create a welcoming atmosphere, encouraging engagement and showcasing the café's comforting experience. Developed in multiple variations to suit different platforms and audiences.

THE BREW HOUSE

Have A Cup On Us

FREE COFFEE WITH PURCHASE
OF ANY BREAKFAST ITEM



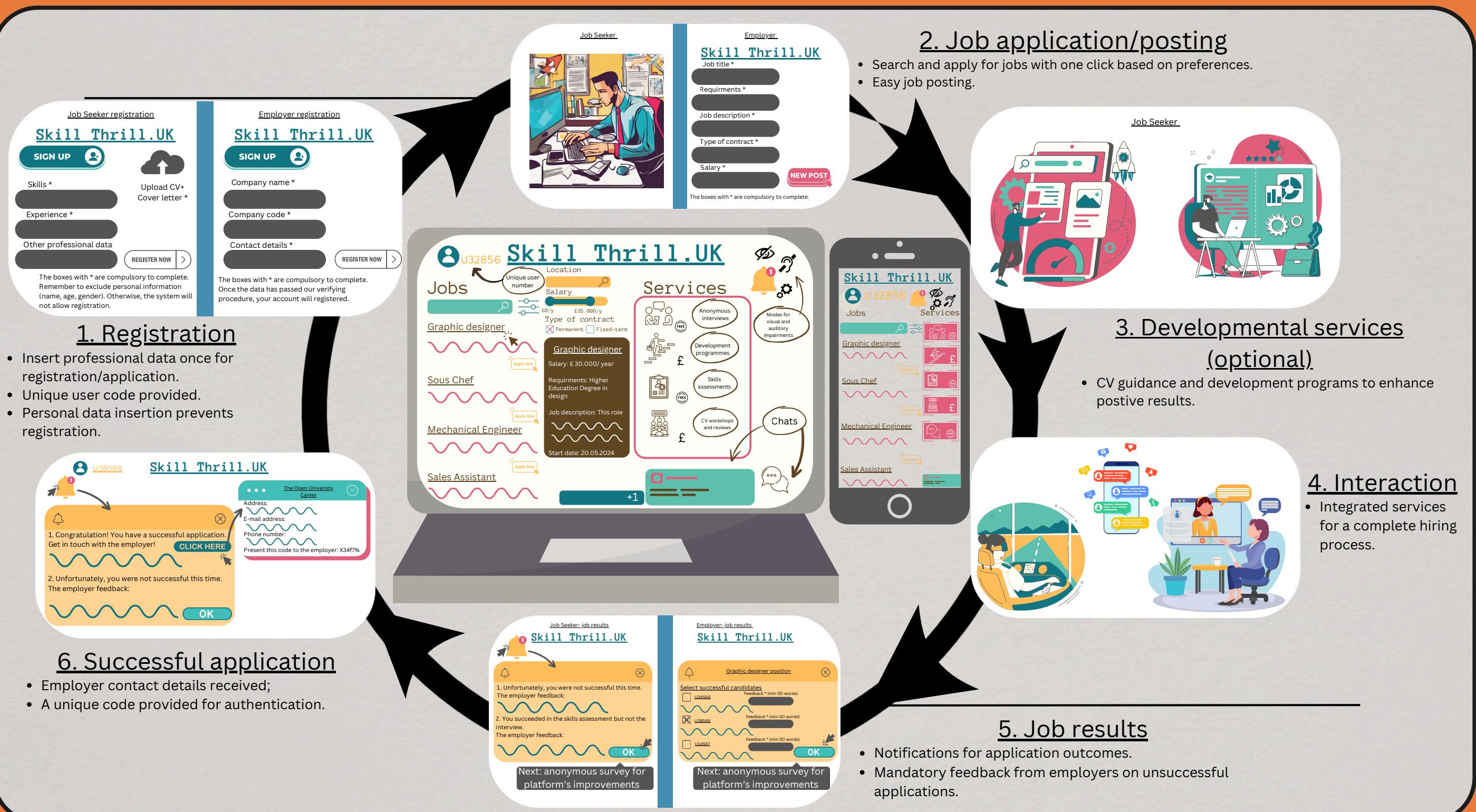
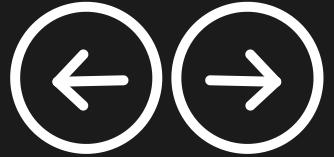
THE BREW HOUSE

Have A Cup On Us

FREE COFFEE WITH PURCHASE OF ANY BREAKFAST ITEM



Skill Thrill Employment Platform



* Designed an innovative recruitment platform concept focused on anonymity and efficiency to improve hiring practices.

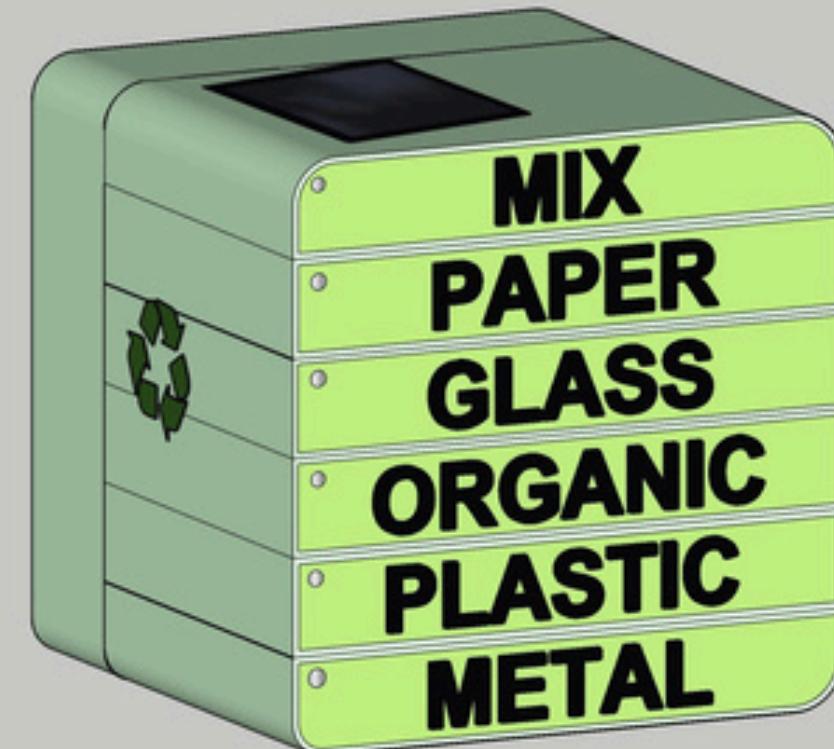
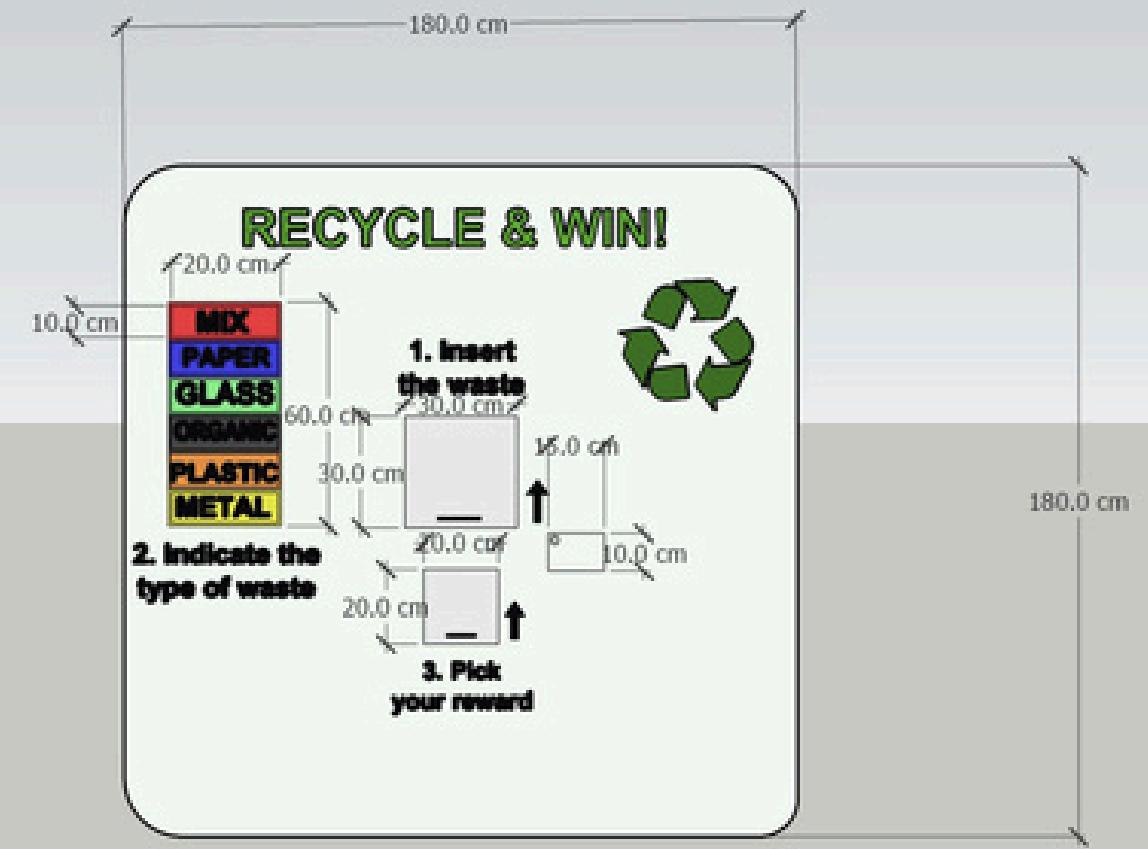
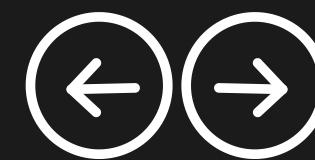
* Prioritised privacy and inclusivity to foster equitable opportunities for all candidates.

* Offered holistic employment services aimed at reshaping traditional job markets.

EcoGuardian:

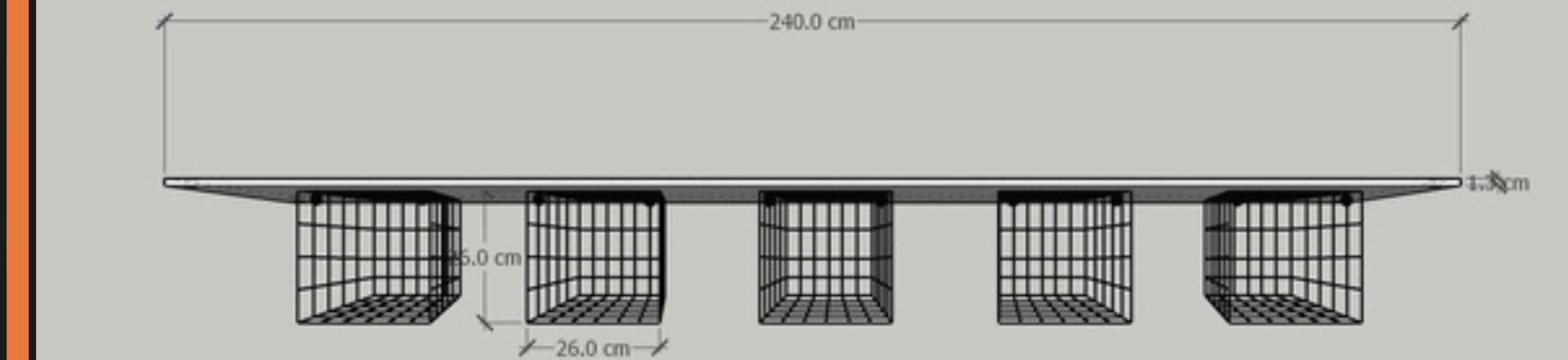
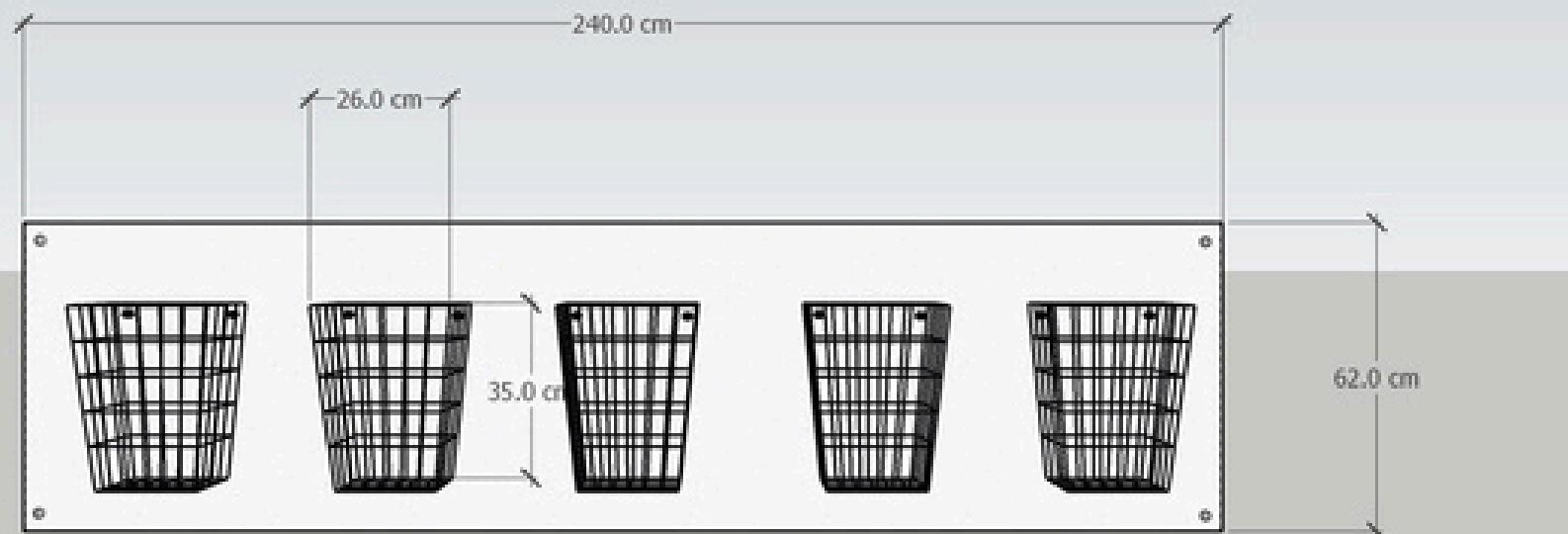
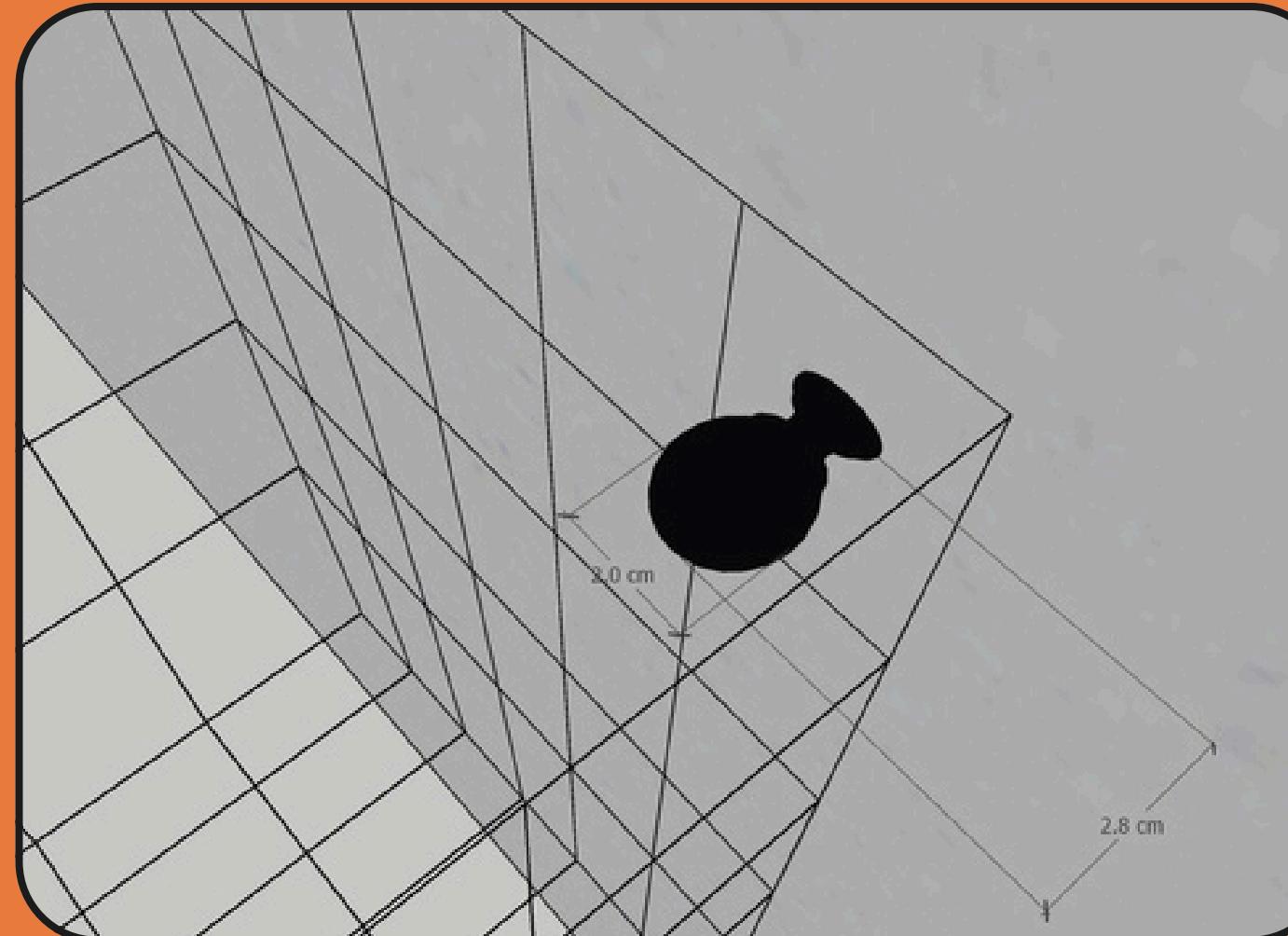
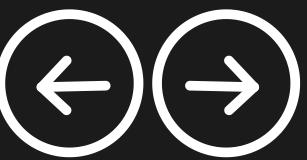
3D Recycling Hub

Developed a detailed 3D model in SketchUp to promote recycling in parks and natural spaces. The design featured separate compartments for different waste types, encouraging sustainability and responsible disposal through clear and functional organisation.



Ikea Remix: Repurposed Design Concept

Created an experimental SketchUp concept repurposing Ikea components, combining door knobs, wood panels and bin baskets into a cohesive configuration. The project highlights material versatility and demonstrates the creative potential of everyday objects.



Skills

* Adobe Creative Suite

* Branding

* Wireframing

* Attention to Detail

* Adaptability

* Creative Problem - Solving





Education

Practicing digital design skills in Adobe Creative Suite, Canva, and SketchUp since 2022, while pursuing courses to strengthen my expertise and remain aligned with industry trends.



* (BA) Design & Innovation, 2024

Developed creative solutions through structured design processes, applying user-centred methods, visual communication and problem-solving.

Built a strong foundation in design principles, focusing on clarity, creativity and effective strategies.

* International Business & Economics, 2020

Analyzed global dynamics to shape strategies, empowering success in the complex world of international business and diplomacy.

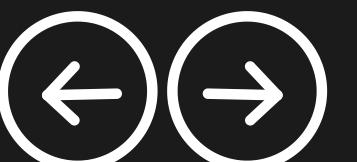
Contact



andreea_tutunaru@yahoo.com

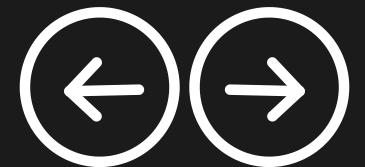


Cluj-Napoca , Romania





Thank You!



Presented by
**Andreea-Florina
Tutunaru**