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Work experience

• IKEA | Visual Merchandiser

Feb. 2023 - present | Timișoara, Romania

- Creating inspirational areas with a high visual impact through different range presentation medias;
- Plan and implement ideas and solutions in different styles, functions and price ranges;
- Collaborate cross-functionally to deliver inspiring customer journeys and strengthen the IKEA brand identity through commercial store layout;
- Bring vitality and seasonality through setups that emotionally connect with customers through storytelling;
- Revit Superuser for the IKEA Timișoara store, supporting a group of 10 people in the effective use of the software;
- Conducting short internal trainings and tutorials to improve team autonomy and digital competence;
- "Furnishing with light" trainer for IKEA Timișoara, responsible for sharing the knowledge across departments, to support the home furnishing movement.

Skills

• soft skills

- Creative leadership
- Critical thinking
- Sense of ownership
- Attention to detail
- Storytelling through design
- Commercial mindset

• software

- Revit, Sketchup, Archicad
- Adobe Photoshop, Lumion
- MS Office

• hard skills

- Romanian (native)
- English (fluent)
- Italian (B1)

Leading projects

• IKEA | Planning and implementing

Feb. 2023 - present | Timișoara, Romania

- Holiday shop FY24, Outdoor FY24, Back to School campaign;
- Department rebuilds: Workspaces, Home organization and Kitchen.

• Romanian Design Week 2024

2023-2024 | Bucharest, Romania

- Designed a stool, a chest of drawers, a bookshelf and a cocktail glass.

• Architecture+Urban design contests

2019 - 2021 | Romania, Portugal, Iceland, Belgium

- Individual and group projects.

• Timisoara Architecture Biennial: BETA

Sep. 2020 - Oct. 2020 | Timișoara, Romania

- Selected in the *Photography* section.

Education

• Faculty of Architecture and Urban Planning | Title: Architect

Sep. 2017 - Jun. 2023 | Timișoara, Romania

• University of Trento | Erasmus+ study mobility

Sep. 2021 - Jul. 2022 | Trento, Italy

• "Nicu Gane" National Highschool | Baccalaureate diploma

Sep. 2013 - Jul. 2017 | Fălticeni, Romania