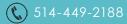
# IRINA STOICA

Web Designer & Graphic Designer

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(in) linkedin.com/in/irina-stoica

# **EXPERIENCE**

#### MOTOVAN

2017-Present

#### **WEB & UX DESIGNER**

## Front end development:

- content managing systems.
- updating PHP forms.

## Design:

- establish a clear, simple and understandable interaction design (UX design) for the business to business portal.
- create banners for proprietary websites and visuals for social media accounts such as Facebook and Instagram.
- develop labels, hangtags and other collateral for the brand for all retailers.

# Marketing:

 assist in developing creative assets, including photo-shoots, brochures and advertising material.

# **BUFFALO** DAVID BITTON

July 2016-2017

#### GRAPHIC DESIGNER

#### Design:

- create solutions to communicate client messages with high visual impact.
- design different artworks, concepts and artboard for each season and prepare mock-ups.

#### Team work:

 collaborate with teammates, different clients and internal partners to brainstorm and solutions.

#### Maintaining:

updates on the main website.

#### LYFTNOTE

2015 - 2018

#### **CO-FOUNDER**

Lyftnote is a cross platform app(Android, iOS, Desktop) where students can buy or sell used textbooks. (www.lyftnote.com)

**Front-End Development:** The development of the user interface and the user experience of the app. The greatest challenge encountered was develop a responsive application across all platforms. Languages used: CSS3 with Bootstrap, Javascript / Jquery and HTML5.

**Developing the company image:** create the main design of the app and the deskptop version so that it fits with the purpose of the company (student friendly).

**Marketing, Advertising and PR:** create the promotional flyers and posters, managing Facebook Fanpage and corporate branding.

Testing: Unit Testing for Front-end functionalities.

# **EDUCATION**

# Concordia University

2017-Present

# VIEUX MONTREAL

2013-2016

## **BACHELOR DEGREE IN COMPUTATION ARTS**

Montreal, Quebec

#### **DEC IN GRAPHIC DESIGN**

Montreal, Quebec

# SKILLS











# HOBBIES











Nature Swimming

Volleyball

Photography

Animals