

nedi gavriliu

VISUAL COMMUNICATOR | VISUAL ARTIST

graphic / multimedia designer

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DESIGN-ORIENTED CAREER LANDMARKS

- + **LE CERCLE** Art Exhibition + Performance at the **59 Rivoli Chez Robert**, Paris, France | Art Work, Art Directing + Graphic Design, Multimedia Authoring, Visual Arts Performance | Graphic Design, Digital Semiotics in Fine Arts
- + **WHY DO WE INK?** Exhibition on Tattoo in the **PAMA** Art Museum, Brampton, ON | Art Directing, Graphic Design, Environmental / Space Design, Advertising campaign | ++ **50 000 visitors**, 3 requests for the exhibition to be itinerant | Considered the event which gave PAMA its actual identity | Qualified as an unseen-before approach | pioneering in **3D Graphic Design**
- + **LOVE MY TAP WATER** Governmental Campaign of the Region of Peel | Art Directing, Graphic Design | Radical change in the perception upon tap water consumption and the image of tap water
- + **EXPRESS YOURSELF** Governmental Campaign of the Region of Peel | Art Directing, Web Design & Development | Campaign against bullying in the teenage world | ++ switching the perspective upon bullying & mentality of fear
- + **Apex Award of Excellence** for the website / web and cinema theatre campaign **Don't Drive High** | A campaign against Marijuana consumption | Art Directing, Graphic Design, Web Design & Development
- + Represented **ROXIO CANADA** at **NAB** (National Association of Broadcasters), **Las Vegas, USA**
- + Stage Design + Advertising Campaign for the **METROPOLIS Fashion Show** of **Janine** Fashion House, Paris / Bucharest | ++ Itinerant show Bucharest – Paris, spectacular launch of METROPOLIS fashion label following Fritz Lang's movie concept | Art Directing, Graphic Design, Space Design
- + Director of **MEDIAART** section of **MEDIAFEST** multi-media festival at the Black Sea, Romania | Art Directing, Multimedia Design, Video Installations
- + Author Exhibition on **Samuel Beckett's** book, **MOLLOY** | Book Illustration & Design, Manual Book Author Series - Manual Design + Typography, Video / Multimedia Illustration, painting

SUMMARY OF QUALIFICATIONS

- + **Master of Fine Arts (MFA)** from the National University of Arts, Bucharest, Romania | graphic / interactive / digital arts
- + Training in Advertising & Visual Communication with **Young & Rubicam** Advertising, London, UK and **BBDO**, NY, USA
- + **15+** years of top experience in **graphic design**, **art directing** and **fine arts**
- + **7+ years university-level experience teaching** Art Directing / Visual Communication, Graphic Design and Fine Arts + graphic & multimedia software on both Mac & PC platforms
- + Highly proficient in **Adobe CC** + HTML + CSS, JavaScript/JQuery, MediaQuery
- + **Professional** in drawing / hand-sketching, **illustration**, colour, composition, **visual dynamics**
- + Exceptional ability in finding **creative solutions** and **strategies**, - from initial concept to production
- + Excellent inter-professional **communication skills**, communicating very efficiently with programmers, developers, account managers, production teams, cultural management, vendors
- + **Flexible thinking** and attitude, open and interested in creative / professional exchanges
- + Excellent verbal and written communication skills | Fluent in **English, French, Romanian** with good knowledge of **Italian** and **German**
- + High moral / ethical standards

+ exceptional breadth in cultural and creative fields - both creatively and educationally

+ profound knowledge and multicultural view of visual arts, design and teaching process in creative fields

+ excellent/dynamic communicator

+ sharp and deep sense of analysis

+ sharp attention to detail

+ patience

+ flexibility + understanding

+ **BILINGUAL**
English | French

SOFTWARE SKILLS
Mac/PC

- + Adobe CC
Photoshop
Illustrator
InDesign
AfterEffects
Premiere
Encore
- + HTML + CSS
JavaScript/JQuery
MediaQuery
- + 3D StudioMax
Maya
- + Sound Editing

PROFESSIONAL EXPERIENCE

+ 2017 present	Professor at the Yorkville University + Art History Digital Composition
+ 2017 present	Professor at the Toronto Film School / RCC Institute of Technology + Visual Communication Interactive Design
+ 2002 - 2016	Freelance Graphic / Media / Web designer with Aquent Partners, Toronto, ON + creative solutions in PRINT Editorial Design, Book Design & Illustration, Environmental Design, Advertising and Corporate Campaigns, Corporate Identities / Branding Strategies MEDIA Interactive Animations, Video Design, DVD Menus / Interfaces, Interactive CD-ROMs WEB Interface Design, Interactive solutions & Programming, Multimedia Development, Content Management
+ 2006 - 2014	Graphic / Web designer at the Region of Peel, Brampton, ON + working on creative / interactive solutions for all portfolios of the Region of Peel PRINT: corporate identities, campaigns, reports, creative solutions for exhibitions on social and cultural events WEB: graphic/interactive solutions for GUI / web interfaces , web architecture , web content management , interactive animation components for websites, media presentations, educative games, multimedia implementation for web
+ 2003 - 2006	Graphic / Multimedia Designer at ROXIO Canada, Toronto, ON + creative video/multimedia design solutions video design, interactive animations, DVD menus (XML programming + video editing), theme-based video templates, sound editing Multimedia presentations

EDUCATION

+ 1999 2000	Graphic / web design / new media design post-diploma courses Ontario College of Art and Design (OCAD), Toronto, ON
+ 1992 1998	Master of Fine Arts (MFA) NICOLAE GRIGORESCU National University of Arts, Bucharest, Romania + graphic / interactive / digital arts Byzantine art
+ 1992 1997	Training in Advertising & Visual Communication with Young & Rubicam Advertising, London, UK and BBDO , NY, USA
+ 2003 2007	Master of Theology (M Th) ST. STEPHENS Theological University Antiochian House of Studies (AHOS) Pennsylvania, USA
+ 1983 1988	Master of Engineering (M Eng) GHEORGHE ASACHI Politechnical University, Iassy, Romania + Civil Engineering

OTHERS

- + Jazz
- + Double-bass studies with Canadian bassist Mike Milligan
- + Percussion, guitars, vocals
- + Member of Alliance Francaise
- + Manouche Jazz at the Alliance Française de Toronto

OTHER LANDMARKS

+ 2001 - 2002	New Media Designer at the Center of Education and Training, Mississauga, ON
+ 2000 - 2001	Graphic Designer / Web / New Media Developer at Aquent Partners, Toronto, ON
+ 2000 - 2006	Teaching Art Directing / Visual Communication + Web Design workshops at Ontario College of Art and Design (OCAD), Toronto, ON
+ 2001+	New Media / Web Developer at Image Place / AVA Multimedia, Mississauga, ON
+ 1999 - 2000	Graphic / Web Designer at Conflux Network Solutions, Richmond Hill, ON
+ 1999 +	Graphic Designer at Rebellion.com, Toronto, ON
+ 1995 - 1999	Art Director of ProCINEMA and SCENA magazines, Bucharest, Romania / Wien, Austria
+ 1994 - 1997	Art Director at Young & Rubicam Advertising, Bucharest, Romania / London, UK
+ 1992 - 1994	Graphic Designer at Graffiti / BBDO Advertising, Bucharest, Romania / NY, USA