



# nedi gavriliu

## VISUAL COMMUNICATOR | VISUAL ARTIST

graphic / multimedia designer

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[nedimago.com](http://nedimago.com)

### PROFILE | Professional Landmarks

+ passionate for image and visual communication

+ profound knowledge and understanding of graphic communication, interactivity

+ sharp and deep sense of analysis

+ sharp attention to detail

+ patience

+ flexibility + understanding

+ interdisciplinary interest

+ genuineness

+ honesty

+ BILINGUAL

English | French

- + **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

### SOFTWARE SKILLS

#### Mac/PC

- + Adobe CS Photoshop Illustrator InDesign Fireworks
- Flash | ActionScript Premiere AfterEffects Encore
- Director | Lingo
- + HTML CSS
- JavaScript/JQuery
- + Dreamweaver | Dinamo
- + Quark XPress
- + 3D StudioMax
- + Sound Forge | ACID SoundEdit

### 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
- + Highly creative with deep understanding of image and visual communication with **15+** years of proven 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** Illustrator, Photoshop, InDesign, AfterEffects, Premiere, Flash, Encore, Director, Dreamweaver, QuarkXPress + **HTML, CSS, ActionScript, Lingo, JavaScript/JQuery**
- + **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
- + Good verbal and written communication skills | Fluent in **English**, Romanian, work-proficiency in **French** with good knowledge of **Italian** and **German**
- + High moral / ethical standards

## PROFESSIONAL EXPERIENCE

|                  |   |
|------------------|---|
| + 2017   present | <b>Professor at the Toronto Film School / RCC Institute of Technology</b><br>+ Teaching <b>Multimedia Authoring &amp; Graphic Design / Typography</b>   |
| + 2014   present | <b>Freelance Graphic / Media / Web designer with Aquent Partners, Toronto, ON</b><br>+ creative solutions in <b>PRINT</b> Editorial Design, Book Design & Illustration, Environmental Design, Advertising and Corporate Campaigns, Corporate Identities / Branding Strategies   <b>MEDIA</b> Interactive Animations, Video Design, DVD Menus / Interfaces, Interactive CD-ROMs   <b>WEB</b> Interface Design, Interactive solutions & Programming, Multimedia Development, Content Management   |
| + 2006 - 2014    | <b>Graphic / Web designer at the Region of Peel, Brampton, ON</b><br>+ working on creative / interactive solutions for all portfolios of the <b>Region of Peel</b> .<br><b>PRINT</b> : corporate identities, campaigns, reports, creative solutions for exhibitions on social and cultural events   <b>WEB</b> : graphic/interactive solutions for <b>GUI / web interfaces</b> , web <b>architecture</b> , web <b>content management</b> , <b>interactive animation</b> components for websites, media presentations, educative games, <b>multimedia implementation</b> for web   |
| + 2003 - 2006    | <b>Graphic / Multimedia Designer at ROXIO Canada, Toronto, ON</b><br>+ creative <b>video/multimedia</b> design solutions for the MEDIA CREATOR software package: video design, interactive animations, <b>DVD menus</b> ( using XML as layout/programming language ), theme-based video templates ( intro + transitions + pre-designed/programmed credits menu + outro ) + <b>sound editing</b>   <b>Flash</b> : creative solutions for Flash-animated cards templates and video templates components   <b>PRINT</b> : creative solutions for theme-based <b>print</b> automatic templates design   Multimedia <b>Director</b> presentations  |
| + 2002 - 2006    | <b>Graphic Designer / Web / New Media Developer at Aquent Partners, Toronto, ON</b><br>+ creative solutions + production for corporate identities, <b>web + print</b> campaigns, <b>web development</b> , web / communicational <b>Style Guides</b> , web <b>content management</b> , <b>multimedia tutorials</b> , <b>interactive CD-ROMs</b> for a large variety of Aquent Partners' clients: creative studios, creative media agencies, media software developers, corporate holdings, educational programs, government agencies<br><b>CLIENTS</b>   <b>WEB</b> : George Weston, Loblaw Group of Companies, Neilson, Stroehmann, Weston Bakeries, iSchool Canada, Vickers & Benson, Fusion Interactive, iGroup   <b>PRINT</b> : Medicine Canada, Science and Medicine Canada, Last Flight Out, CGI |
| + 2001 - 2002    | <b>New Media Designer at the Center of Education and Training, Mississauga, ON</b><br>+ creative / interactive design solutions for nursing training program and tutorials, testing engines for <b>web</b> and <b>CD-ROM</b> support<br><b>CLIENTS</b>   Centre for Education and Training Mississauga, Core Learning Toronto, ON   |
| + 2000 - 2001    | <b>Graphic Designer / Web / New Media Developer at Aquent Partners, Toronto, ON</b><br>+ ibidem   <b>Creative solutions and production / development</b> for print, web ( <b>GUI + development</b> ), multimedia campaigns, media products, training tools  |
| + 2001 - 2006    | <b>Teaching Art Directing / Visual Communication + Web Design workshops at Ontario College of Art and Design ( OCAD ), Toronto, ON</b><br>+ teaching within the <b>Faculty of Design</b> the <b>Art Directing / Visual Communication</b> course for the terminal year + <b>web programming languages and software</b> ( <b>HTML</b> , <b>Dreamweaver</b> ) and <b>Flash interactive animation and programming</b> ( <b>ActionScript</b> )   |
| + 2001 +         | <b>New Media / Web Developer at Image Place / AVA Multimedia, Mississauga, ON</b><br>+ creative <b>design solutions for web</b> ( <b>GUI + development</b> ) and <b>interactive CD-ROMs</b> using web design and programming tools, from <b>Adobe</b> graphic editors to <b>Dreamweaver</b> , <b>Director / Lingo</b><br><b>CLIENTS</b>   <b>Interactive CD-ROM</b> : Tristar Plastics   <b>WEB</b> : Millenium Biologix  |
| + 1999 - 2000    | <b>Graphic / Web Designer at Conflux Network Solutions, Richmond Hill, ON</b><br>+ creative <b>design solutions for web</b> ( <b>GUI + development</b> ) and <b>print</b> using web design, programming and print tools ( <b>Adobe</b> graphic editors, <b>Dreamweaver</b> , <b>JavaScript</b> , <b>Flash / ActionScript</b> , <b>QuarkXPress</b> )<br><b>CLIENTS</b>   <b>WEB</b> : IceRinx, Progress Packaging, Blue Nile Jewellery, Sparks Dental, Canadian Credit Corporation   |

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|---------------|--|
| + 1999 +      | <b>Graphic Designer at Rebellion.com, Toronto, ON</b><br>+ creative design solutions for web ( GUI + development )   |
| + 1995 - 1999 | <b>Art Director of ProCINEMA and SCENA magazines, Bucharest, Romania / Wien, Austria</b><br>+ created the <b>identity / visual concept</b> and <b>editorial structure / profile</b> of both magazines, - as their first Art Director   <b>coordinated / supervised</b> the activity of <b>digital editing teams</b> and <b>advertising agencies</b><br>+ worked in partnership / collaboration with editorial teams, film and theatre critics, analysts, reporters, actors, photographers – as well as Photography Agencies<br>+ worked in partnership / collaboration with the <b>editorial / production teams in Wien</b><br>+ book covers / design: <b>1234 Romanian CinemaMen, Movie Dictionary</b>  |
| + 1994 - 1997 | <b>Art Director at Young &amp; Rubicam Advertising, Bucharest, Romania / London, UK</b><br>+ creative solutions for corporate identities, advertising campaigns, public images / campaigns for cultural and social events   <b>coordinated teams of designers</b> , digital editors   worked in <b>collaboration with video studios and TV + Radio stations</b><br><b>CLIENTS</b>   GoldStar, Swatch, Ford, Mercedes, Mobil1, Palmolive, MotorOil, Vin du Chevalier   <b>Cannes International Film Festival, France, 1995: LES ESCARGOTS DU SENATEUR</b> movie poster and graphic line   Art direction and graphic design for <b>RICHARD II</b> and <b>JE M'EN VAIS</b> theatre shows at the Ogresse Theatre, Paris, France and National Theatre Bucharest, Romania   Art direction and graphic line for the <b>METROPOLIS</b> show of <b>Janine Fashion</b> house, Paris, France, at the National Theatre, Bucharest, Romania |
| + 1992 - 1994 | <b>Graphic Designer at Graffiti / BBDO Advertising, Bucharest, Romania / NY, USA</b><br>+ creative solutions for corporate identities, advertising campaigns, musical visual marketing, public images / campaigns for cultural and social events   |

## EDUCATION

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

## OTHERS

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