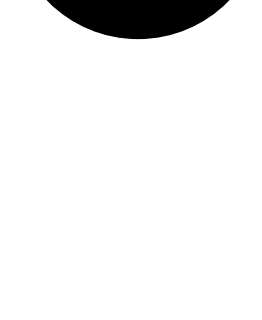




Hi, I'm Leonard Botezatu

and I'm a designer based in Dublin, Ireland.

Over the past 15 years, I've used my experience and expertise to help my clients reach their goals, using a mix of creative skills, commercial awareness as well as finding a harmonious balance between functionality and aesthetics.



Skills

Tools and Software

Intermediate Good Excellent

Sketch / InVision / Craft

Adobe Brackets, Dreamwaver

Google Web Designer

Photoshop, InDesign, Illustrator

HTML / CSS / Javascript

MS Office / Google Docs

Atlassian Jira / Trello

Personal Expertise

Intermediate Good Excellent

Interaction and Print

Prototyping, Wireframing

User Testing / Analytics

Concept / Illustration

Layout Design / Branding

Accessibility / Usability

Human Centered Design

Education

2016 - Create Web Experiences Certificate - [Adobe Digital Learning Services, Dublin](#)

2015 - Certificate in Web Design and Development (ICM) - [Griffith College](#)

2007 - Science of Communication and Public Relations - [Danubius University, Galati Romania](#)

2003 - Faculty of Pedagogy and Sociology - „Petre Andrei” University, Iasi Romania

2000 - "D. Cuclin" Highschool, Galati (Romania) [Diploma Arts specialisation Graphic Design](#)

Work Experience

2016 - Present: [Visual Digital Designer \(UI/UX\)](#)

([Vodafone - Dublin, Ireland](#))

2015 - 2016: [Senior Digital Designer](#)

([Currys PC World and Carphone Warehouse - Dublin, Ireland](#))

In Dixons / Carphone I have had the chance to work with Ireland's top telco operators as well as world's best smartphone manufacturers.

Duties

Monthly HTML5 digital banners campaigns (Google DoubleClick, MB2.0), responsive newsletters, shopping centre display pods (dPods), homepage takeovers.

Tools

[InVision](#), [Craft](#), [Zeplin](#), [Adobe Brackets](#), [Google Web Designer](#), [Adobe Animate CC](#), [Adobe Experience Design CC](#), [Sketch](#), [HTML](#), [CSS](#), [Google Docs](#), [Slack](#)

2012 - 2015: [Senior Graphic Designer](#)

([Carphone Warehouse - Dublin, Ireland](#))

In 2012 I was promoted to Senior Graphic Designer and along with all the print-related projects I was involved at the time, I was designing and prototyping digital assets as well.

Duties

For print on a monthly basis I was doing a 48-page magazine for Carphone Warehouse, a 24-page Samsung magazine, window posters, indoor and outdoor vinyl campaigns, leaflets, carrier bags, automated pricetiles and more.

Tools

[InVision](#), [Craft](#), [Zeplin](#), [Adobe InDesign](#), [Photoshop](#), [Illustrator](#), [Dreamwaver](#), [Fireworks](#), [Acrobat](#), [Google Docs](#)

2007 - 2012: [Junior Graphic Designer](#)

([Carphone Warehouse - Dublin, Ireland](#))

I have been brought in as a design consultant in 2007 to re-design the monthly magazine and in-store look and feel focusing on branding and print design production.

Duties

Branding and production were my main duties when I first started with Carphone Warehouse. On a monthly basis I had to create themes that were applied to the monthly magazine, window posters and POS materials.

Tools

[Adobe InDesign](#), [Photoshop](#), [Illustrator](#), [Acrobat](#), [Google Docs](#)

2009 - Present [Freelance Graphic Designer/Manager](#)

([Hummingbird Studio www.hmbs.ie - Dublin, Ireland](#))

Passion for design and the will to learn more about managing projects encouraged me to start a small graphic design production studio called Hummingbird Studio ([www.hmbs.ie](#)) which I'm managing in my spare time. Hummingbird Studio helped me to learn a lot about project and client management, budgets, ROI and deadlines. I have specialised in 2 major fields: Desktop Publishing and Digital Design.

Duties

Over the last 6 years I've been fortunate enough to work with companies like: Unipharm Group, Fonua, Aviva Stadium, Blarney Castle, Irish Tourist Assistance Service (ITAS), Griffith College, Amnesty International and many more (please visit [www.hmbs.ie/clients](#) for details).

Tools

[Adobe Brackets](#), [Google Web Designer](#), [Adobe Animate CC](#), [Adobe Experience Design CC](#), [Sketch](#), [HTML](#), [CSS](#), [Google Docs](#), [Slack](#), [CMS Platforms like Wordpress, OpenCart, Magento and Drupal](#).

2005 - 2007: [Graphic Designer](#)

([Memento Vivere - Cologne, Germany](#))

Memento Vivere was a small advertising agency based in Cologne, Germany. As graphic designer for them, my main duties were to produce creative artwork like brand development and photography. Also managing a small group of clients that we dealt with on a daily basis.

Duties

Mainly creative artwork (flyers, catalogues, magazines), print production and product photography.

Tools

[Adobe Creative Suite \(InDesign, Photoshop, Illustrator, Acrobat\)](#), [Lightroom](#), [MS Office](#)

2002 - 2005: [Layout designer](#)

([Impartial Newspaper - Galati, Romania](#))

Duties

As a layout designer for Impartial my main duty was to design and update an 8-page newspaper on a daily basis. The process included the arrangement of texts and photos, photography editing, and press advertising production.

Tools

[QuarkExpress](#), [Photoshop](#), [Corel Draw](#), [Microsoft Office](#), [Adobe Acrobat](#)

Testimonials

I want to thank you most sincerely for your beautiful design work on our Art Auction brochure. Several paintings sold yesterday in advance, and that is directly attributable to the wonderful quality of your work. We are very very grateful.

Maeve Lewis / Exec Director
OneInFour /www.oneinfour.org Dublin

Leo did fantastic design work for our company. He provided real creative flare which brought our publication to life and delivered results ahead of schedule and exceeded our expectations. I would have no hesitation in recommending Hummingbird Studio to anyone looking for a company that is passionate and creative when it comes to graphical design.

Dafydd Lewis / Marketing and CSM
Derrynaflan Foods Ltd. Cork

References

[Dixons / Carphone](#)

Neill Kenealy (Studio Manager)
00 353 (86) 192 1902

[Unipharm Group](#)

Padraig Flynn (OTC Buyer)
00 353 (86) 786 5137

[Memento Vivere](#)

Eduard Adorno (Manager)
00 49 152 38777380

Hobbies & Interests

Self-driven ongoing training from Lynda.com, Code Academy and Udemy. I'm always looking to improve and develop my skills and to learn something new.

Extremely fascinated about photography. I think, as a hobby is the best one anyone can have. Feel free to see my [online photography portfolio here](#).