



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

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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

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Work Experience (continued)

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: Uniphar 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). With many of these companies I'm still collaborating on a monthly basis. Projects varied from print production, print managing, branding, re-branding, web, digital campaigns, etc.

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

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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

Uniphar Group

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

Memento Vivere

Eduard Adorno (Manager)
00 49 152 38777380

Personality

Passionate about what I do, dynamic and creative with a skeptical yet friendly personality and with the ability to visualise solutions before they are built.

Passion tends to be the main driving force behind creativity. I'm a firm believer that you have to love what you do in order to do it well.

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](#).