

DANIELA DRUMEA

visual designer & illustrator

current position: Freelance visual designer drumea.daniela29@gmail.com — +39 3274418312 → [Link to Portfolio](#)

STUDIES

2019 - 2022
Iuav University of Venice
Master Degree in
Visual Communication Design

2016 - 2017
Kassel University (DE)
Erasmus
Product Design

2014 - 2018
Iuav University of Venice
Bachelor Degree in
Industrial Design & Multimedia

RESEARCHES

2022
“The Error in graphic design’s culture and practice — an exploration trough eight contemporary designers”

2018
“Food Packaging - an analysis trough colors”

LANGUAGES

Italian (Mother Tongue)	Romanian (Mother Tongue)
English (C1)	German (B1)

INTERESTS

Design History & Critique: exploring the evolution of graphic design culture, particularly in the 20th century, and its impact on modern visual communication practices;
Drawing & Painting: Enthusiast of traditional art techniques, regularly experimenting with new styles and mediums to fuel creativity in design projects;
Secondhand & Vintage Culture: Fascinated by the aesthetics of vintage and secondhand items, often drawing inspiration from these influences for creative projects;
Folktronica & Experimental Music: Enjoy discovering and exploring new music genres, particularly folktronica, which fuels creativity and innovation in design.

PROFESSIONAL SKILLS

Branding & Visual Identity: Strong expertise in developing comprehensive brand identities, from concept to execution, ensuring cohesive visuals across multiple touchpoints.
Editorial Design: Skilled in creating visually engaging editorial layouts, with a focus on typography, visual hierarchy, and content flow.
Illustration: Proficient in hand-drawn and digital illustrations, tailored to branding, editorial, and promotional materials.

TOOLS & SOFTWARE

Adobe Creative Suite: Expert-level proficiency in Photoshop, Illustrator, and InDesign for photo editing, vector illustration, and layout design; **Figma:** Advanced knowledge in prototyping, wireframing, and collaborative design, with a focus on creating intuitive and engaging user interfaces; **Adobe Premiere Pro & After Effects:** video editing, motion graphics, and animation for creating promotional videos and branded content.

JOB EXPERIENCES

07/ 2024 - On
Graphic designer Consultant at United Nations - Women Rights, Moldova (Remote)
Concept and production of static & animated graphics for web and social media, adhering to UN Women branding guidelines. Design of attention-grabbing materials for print and digital platforms; Preparation final media files for online distribution and print, ensuring they are accessible and adaptable for future use.

01 - 07/ 2024
Graphic designer, Multistudio, Treviso
Logotype & Brand Identity; Storytelling; Media Campaigns; Conceptualization & File Delivery; Event Design.

2023 - 2024
Assistant Professor at University Iuav of Venice
Teaching assistant for the History of Visual Design. Gave lectures and assisted in the development and review of students’ assignments.

09 - 12/2022
Internship at StudioQ Brand Lab, Vienna
Creation of graphic design layouts such as digital banners, print flyers, and outdoor as well as magazine ad design adaptations for the studio’s biggest client: Familux Resorts.

2022
Visual Designer for IMG Cinemas, Venezia
Managed the coordination and creation of web, video, social media, and editorial content for IMG Cinemas, ensuring consistent brand messaging across all platforms.

2018 - 2019
2D Artist, Fitting box, Padova - Toulouse
Handled post-production and photo editing for Kering’s eyewear brands, including Gucci, Stella McCartney, and Saint Laurent, ensuring high-quality results through meticulous quality control.

04 - 07/ 2017
Internship at Visual Comunicazione, Venezia
Designed and developed visual assets and layouts for print and digital media, including signage, banners, posters, publications, and flyers.