

# Diana Cristea

GRAPHIC DESIGNER

Brussels, Belgium

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I give companies & products a voice and a face. I create identities, packaging, print, websites or new media design. I also lend a helping hand with advertising. I'm always up for cool things, so let's talk.

## Things I want to do

- Make interactions with brands more satisfying for the end user.
- Solve big & small business problems.
- Learn something new everyday.
- Make something new everyday.
- Design a chair.
- Shoot a movie.

## Things I've done this far

Art Director & Graphic designer

**Freelancer**

Brussels, Belgium

Apr 2009 - Present

Enjoying the everyday 30-second commute to work. The rest of the day I'm busy with designing identities & websites for photographers, bakeries, food brands, non-profit organisations and construction companies. I often conceive & design materials for promotions or special events. I even do games! A bit of everything goes a long way.

To see my favorite projects so far go to <http://dianacristea.com/>

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Art Director

## Famous

Brussels, Belgium  
Aug 2008 - Feb 2009

Famous was my first Belgian agency. I completely immersed myself in the local culture by working with both a Flemish and a Wallon copywriter. Learned a few words of Dutch, a bit about the market and what strings to pull to get your paperwork from the authorities faster.

Successfully applied my new know-how to local brands like **hebbes.be**, **Electrabel** and **MNM**.

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Art Director

## Graffiti BBDO

Bucharest, Romania  
Oct 2004 - Jun 2008

Kept agency people happy. Part of the new business & pitch team. Never-tired helper of the other teams. The first person to go to when you need to know something about the web or medical conditions.

Not less than all clients of the agency benefited from my services: **Pepsi**, **Lay's**, **Snickers**, **Dacia Renault**, **Samsung**, **Tuborg**, **Scandia Foods**, **Banca Romaneasca**, **real hypermarkets**, **KissFM**, **Total Air Skydiving**, **metropotam.ro**.

I kindly helped them from concept to implementation on **360 campaigns** (print, outdoor, web, TV, events, unconventional media & anything else you can imagine) and **branding** (naming, corporate identity, packaging, POS).

Because I still wasn't tired enough, I also did **freelancing** work on weekends for local studio Etcetera & non-profit organizations.

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Copywriter/Art Director

## Tempo Advertising

Bucharest, Romania  
Oct 2003 - Oct 2004

Took good care of: **Orange**, **Allianz Bank**, **Agricola Foods**, **Ultra Pro Computers**.

Did the same things as in BBDO, but just not as good.

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Junior Art Director

Bucharest

Jun 2002 - Sep 2003

## Punct, Spotlight, Brands & Bears

Wandered around in a bunch of smaller agencies I did not find very exciting.

Learned about advertising while working on **Knorr, Dr. Oetker, Agip Gas Stations, Pietroasa Wines**.

Things I learned in school

Bachelor in Advertising

Bucharest, Romania

Sep 2000 - Jun 2004

## PR & Social Communication Faculty

My first advertising award was won then, when I participated with my team at the **Communication Olympics**. We went for the **first prize** and job offers started pouring in.

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Highschool graduate

Timisoara, Romania

Sep 1996 - Jun 2000

## "Jean-Louis Calderon" bilingual highschool

I was awarded the **first prize at the National French language competition** in 2000. That's probably a good thing, as I still remember how to write "caoutchouc" and the longest French word: "anticonstitutionnellement".

But I never stopped learning

**Art direction**, coached by Serghey Sidorov from Miami Ad School  
**Illustration techniques**, at the Bucharest-based art gallery Basil  
**Print**, from 10 creative directors at the "Cannes kinder garden"  
Romania

## Things I'm proud of

2011

**Best TV ad to the decade** in the *Financial sector* for Banca Romaneasca at *Ad'Or Festival Romania*

2008

**Silver** at the Romanian PR Awards for the Pepsi Light guerilla campaign

**Shortlist** in the *TV category* at *Golden Drum, Slovenia* for Tuborg "Filip"

Honorable **mention** at the Orange photography contest in Romania

2007

Romania's representative for the **Cannes Young Creatives** competition (*did nothing spectacular*)

Romanian **Gold Effie** for "The Guide" campaign, Banca Romaneasca

2006

**Gold** in *Ad'Or Festival Romania* for the *Dacia Renault calendar (Colaterals)*

All my investments pay back: my sister joins Mccann as a copywriter

2005

**Gold** in *Golden Hammer Festival* for *Orange Wirefree Zone (Outdoor)*

**Gold** in *Ad'Or Festival Romania* for *Orange Wirefree Zone (Best Innovative Media)*

## Things I know

English & French

PCs & macs

How to use Adobe software (Photoshop, InDesign, Illustrator, Final Cut Express and basics in Flash) & Macromedia Freehand

How to download youtube videos

Vector illustration, photography & choosing film directors

## Things I love

people, details, being active, colorful things, snowboarding, 35mm cameras, colorful fish, illustration, experiments in the kitchen, writing, Asia, working with my hands, airports, punk music, rabbits, stories, strawberry daiquiris, diversity, high heels, magenta, design books, animations, markets, cute characters, the mountains, light, redbull, supermarkets, trendsetting, DIY, simplicity, designer furniture, contemporary art museums.

## Things I hate

layouts without grid, "curiosity killed the cat", chicken breast, being mistaken, sleeping until 12, holding still, hangovers, waiting, arguments, bad strategy, headaches, supervision, water cooler chit-chat.

## Things I do on the web

[my portfolio](#)

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[my creative blog](#)

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[my inspiration sources](#)

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[my youtube channel](#)

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my flickr

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my linkedin profile

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