

# Viorel Mocanu

Curriculum Vitæ

## Description

» I'm an Experience Designer. I build web&app experiences, from visual language to interface functionality.

## General info

- » male, born on the 6<sup>th</sup> of December 1985, not married, living in Romania at the moment
- » has a category B (standard car) driver's license (since 2004)
- » fluent in English, manages in French

## Expertise (8 years)

- » Information Architecture
- » Interface Design (Photoshop, Illustrator)
- » Front End Development (HTML, CSS, JS)
- » SEO, Usability, Accesibility, Web Standards

## Contact

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- » <http://viorel.tel>

## Education

- » Spiru Haret U, Bucharest — Marketing (bachelor)
- » Independent Journalism Center, Bucharest — Editorial Design Course
- » Academy of Economic Studies, Bucharest — Marketing (1 year)
- » Polytechnical U, Bucharest — Computers and Automatics (2 years)
- » Al. D. Ghica National College, Alexandria — diplomas: English + IT

## Experience

- » '10–now: **Design Team Leader** — *BetBrain Ltd.*
  - Responsible with designing a new “face” and a new user experience for the websites in the [BetBrain](#) & [EveryMatrix](#) network. I manage a team to architect, design and develop front end experiences for white-label, complex and highly informationally dense websites.
  - *References:* Ebbe Groes – CEO, Liviu Marinescu – CTO, Dragoş Tudorache – Front End Developer, Dan Pavel – Project Manager, Stian Enger Pettersen – Product Owner.
- » '04–now: **Freelancing Designer** — *PFA.*
  - Project development for clients like:
    - » **Bakemono** [PrânzulDinCaserolă.ro](#) (AI, design)
    - » **Zurich Broker** [ZBA.ro](#) (AI, design, front end, programming)
    - » **Re/Max Invest** Promotional campaign (MK) / [Landing Page](#) (design, front end)
    - » **CreditZone** Promotional campaign (MK) / [Landing Page](#) (design)
    - » **DistriGaz / ExpertGaz** CentralaExpertGaz.ro, RevistaOxygen.ro (programming)
    - » **Teodor Hossu Longin** [AventuraTuristică.ro](#) (AI, design, front end, programming)
    - » **Cristian Mărgărit** [GetFIT.ro](#), [Harbinger.ro](#), [Suplimente.ro](#), NOWFoods.ro (AI, design, front end, programming)
    - » **E-Oferta** [e-Oferta.ro](#) — [redesign](#) (AI, design, front end)
    - » **Andra Proca** [LecțiaDeStil.ro](#) (AI, design, front end, programming, MK)
    - » **Peter Craig Martin** [ParagonStory.com](#) (AI, design)
    - » **Et cætera** Siemens, [CertSign](#), [Mircea Maieru](#), [Andy Ostafi](#), [TeatrulACT](#), [ReShade](#), [PlatinumFinance](#), [VirtualSoft](#), [Only](#), [OxygenAsig](#)

## Other strengths (1–6 years)

- » Graphic Design
- » Branding & Identity Design
- » Editorial Design
- » Mid-level PHP programming (Wordpress themes)
- » General templating (PHP, JSP, .NET)
- » Online communication and image consultancy
- » Advertising (marketing, media planning&buying)
- » Project & Resource Management, Outsourcing
- » Team Leadership

## Keywords

- » **Trending:** responsive websites, mobile first, mobile / iPhone / iPad interfaces, white label solutions, built-in SEO, user-centric experiences, design tiles, progressive enhancement, interface skinning.
- » **Personal:** T-shaped professional, dedicated, hard working, attention to detail, broad overview, pixel perfect.

## Experience

(continued from previous page)

- » '07-'09: **Marketing Manager** — *VirtualSoft*.
  - Design and front end development for the whole internal and external IT system of [Tornado Systems](#) (CRM, ERP, CMS for 6 websites, SAP interface). Project management, front end development and design for [TrendLine](#) (a financial comparison website).
  - Coordinating the lead gathering and branding initiatives (design, media planning & media buying) for clients like:
    - » [Zapp](#) [Unlimited](#), [Easy](#), [e-Cartela](#) (design, front end, MK)
    - » [Travel House](#) [Vacation in Rodos](#), [Dream Holidays](#) (design, front end, MK)
    - » [Alpha Bank](#) [Retail Products](#) (design, front end, MK)
    - » [Volksbank](#) [SME Products](#) (design, front end, MK)
    - » [FinGroup](#) [Fill&Go Card](#) (design, front end, MK)
    - » [GE Money](#) [Retail Products](#) (design, front end, MK),
    - » [GarantiBank](#) [Retail Products](#) (design, front end, programming, MK), etc.
  - *Reference*: Marius Soare – Managing Partner.
  
- » '06-'07: **Web Development Manager** — *New Media Agency*, part of *The Group*.
  - Informational Architecture, programming, front end development and outsourcing management for clients like:
    - » [Unilever](#) [PeTocuri.ro](#) (AI, design, outsourcing)
    - » [Delaco](#) [Toni.Delaco.ro](#) (front end, programming)
    - » [RoDirect](#) [RoDirect.ro](#) (programming)
    - » [ABN Amro Bank \(RBS\)](#) landing page, lead gathering campaign (front end, outsourcing)
    - » [ExpertGaz](#) [ExpertGaz.ro](#) (front end, programming)
    - » [Chio \(Star Foods\)](#) [Chio-Tattoo.ro](#) (front end, programming)
    - » [Ciucaş Beer](#) [MontanFest](#), [Cornel's Blog](#) (front end, programming)
    - » [Adobe România](#) landing page for CS3 launch (front end, programming)
    - » [Microsoft România](#) [Academic Resource Kit](#), [Dynamics](#) (front end, programming)
  - *References*: Alin Zăinescu & Ciprian Stăvar – Managing Partners, Tudor Barbu – Lead Developer, Dan Verescu – Creative Director, Octavian Arnăut – Designer, Aurelian Săndulescu – Flash Developer.
  
- » '05-'06: **Web Designer** — *Ensign Management Consulting*.
  - Project management, design, front end and programming for the [Ensign.ro](#) website.
  - *Reference*: Dana Timar – Marketing Manager.

## Passions

- » design
- » typography
- » photography
- » rock&roll