

# Andrei Armeanu

**Portfolio:** <https://www.armeanu.design>

**Email:** andrei.armeanu@gmail.com

**Phone:** 027 397 9627

**Visa:** Permanent Resident

## Expertise

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UX Design  
UI Design  
Design Thinking  
Design Systems  
Work Flow Diagrams  
Wire-frames  
Motion design

Creative Leadership  
Coaching  
A/B Testing  
Adobe Creative Suite  
Sketch  
Figma  
Framer

Principle  
InVision  
InDesign  
Articulate 360  
Storyline  
C4D  
HTML/CSS

## Employment history

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### Wavelength, Digital Designer - Contractor

2020 - present

Wellington | New Zealand

- Supporting the team with art direction, content graphics and animation assets for clients such as Coles, Thales, University of New England and City of Swan.

### Kineo, Art Director

2019 - 2020

Wellington | New Zealand

- Built a responsive design system to meet customer needs, reduce build cost, reduce onboarding time for new employees and future proof the user experience.
- Designed fit-for-purpose visual interface for a range of clients, customized for the tool of their choice and to reflect their brand: Sydney Opera House, MYOB, Red Cross, Takeda, Lenzing, AIA, Ministry for Primary Industries, Ministry of Business, Ministry of Health, Police NZ and others.
- Worked in highly complex and ambiguous situations to develop a visual approach for bids and proposals, achieving a **75% win rate**.
- Extrapolated my design approach to create reusable templates and coached in-house designers to use them – thus enabling collaboration and sharing of UX/UI best practices.
- Applied Google material design principles, forward-thinking and ongoing customer feedback to maximize reusability. As a result, increased the utilization of pre-sales assets from **32% to 85%** and established a repeatable workflow.
- Front-ended all “visual style” conversations with the clients, from discovery stage to final build.
- Redesigned the Kineo.com global website and conducted design sprints, research and testing.
- Interviewed and onboarded graphic designers across New Zealand and South Africa.
- Redesigned and automated the animation production workflow to increase real-time collaboration and better version control.

### Postr, Design Lead

2016 - 2019

Wellington | New Zealand

- Helped grow the company from **50K** users in New Zealand to **1.5M** across six markets.
- **50%** reduction in build time for new apps by building a scalable white-label design system.
- **12%** reduction in onboarding drop off by simplifying the user flow.
- **31%** increase in retention rate by shortening the user journey from app install to value proposition.
- Redesigned the Postr apps to reflect UX/UI best practices rooted in material.io.
- Supported the business growth effort with presentations and prototypes for new prospects.
- Supported the marketing efforts with animations and various promotional materials.
- Onboarded and trained the new graphic designer to support with bespoke ad creation.
- Designed and managed the company’s newsletters.

## Ministry for Primary Industries, Graphic Designer (Intern)

2016

Wellington | New Zealand

- Supported Training and Development department with creation of reusable graphic assets.
- Created and maintained vector graphic asset library.
- Designed custom illustrations for bespoke internal eLearning modules.
- Built relationships across the service line to promote the Training and Development department.

## Tidurdurti - Cofounder & Design Lead

2013 - 2016

Bucharest | Romania & Ostrava | Czech Republic

- Led market research, customer acquisition, and account and bid management.
- Developed motion graphics, illustration, graphic design, branding, UI design, and packaging design.
- Worked with global giants such as Etihad Airways, Coca-Cola, Ferrari, and Biofarm.

## McCann Erickson - Senior Graphic Designer

2011 - 2013

Bucharest | Romania

- Created graphic design, packaging design, typography, UI design.
- Led the design accounts for Coca-Cola, Fanta, Sprite, Schweppes, Nescafe, MasterCard, Vodafone.
- Led the team of 5 designers as the interim Design Manager.

## Group 7 - Art Director

2010 - 2011

Bucharest | Romania

- Cofounded and established the graphics department.
- Developed in-store marketing campaigns working closely with the creative team.
- Designed point of purchase materials, aisle markers, prom wear and various in-store experiences.

## McCann Erickson - Designer

2009 - 2010

Bucharest | Romania

- Designed key visuals, packaging, presentations, logos, brochures, illustration, stop motion animation.
- Grew into principal designer for the Vodafone and Exxon accounts.

## Education

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**Interaction Design Foundation** - Affordances: Designing Intuitive UI

*currently pursuing*

2021

Online | Australia

**General Assembly** - User Experience

*currently pursuing*

2021

Online | Australia

**IDEO U** - Leading for creativity

2017

Online | U.S.A.

**Victoria University of Wellington** - Workplace Communication

2016

Wellington | New Zealand

**Oulu University of Applied Sciences** - Digital Media and Multi-Broadcasting

2007 - 2008

Oulu | Finland

**West University of Timisoara** - BA in Graphic Design ( graduated with 9.98 out of 10 )

2004 - 2008

Timisoara | Romania

**West University of Timisoara** - Degree in Pedagogy

2005- 2008

Timisoara | Romania

## Awards

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**Victorinox Limited Edition Design**

2019

**Effie 2012 - Rom Chocolate**

2012