

Senior

UI/UX

Designer

I am a Graphic Designer with a background in UX/UI, layout & print and Marketing.

This portfolio contains projects from my work as a Senior Designer at a fast-paced startup. In this role I conducted user research and built features for web, as well as created graphics for campaigns and internal communications.

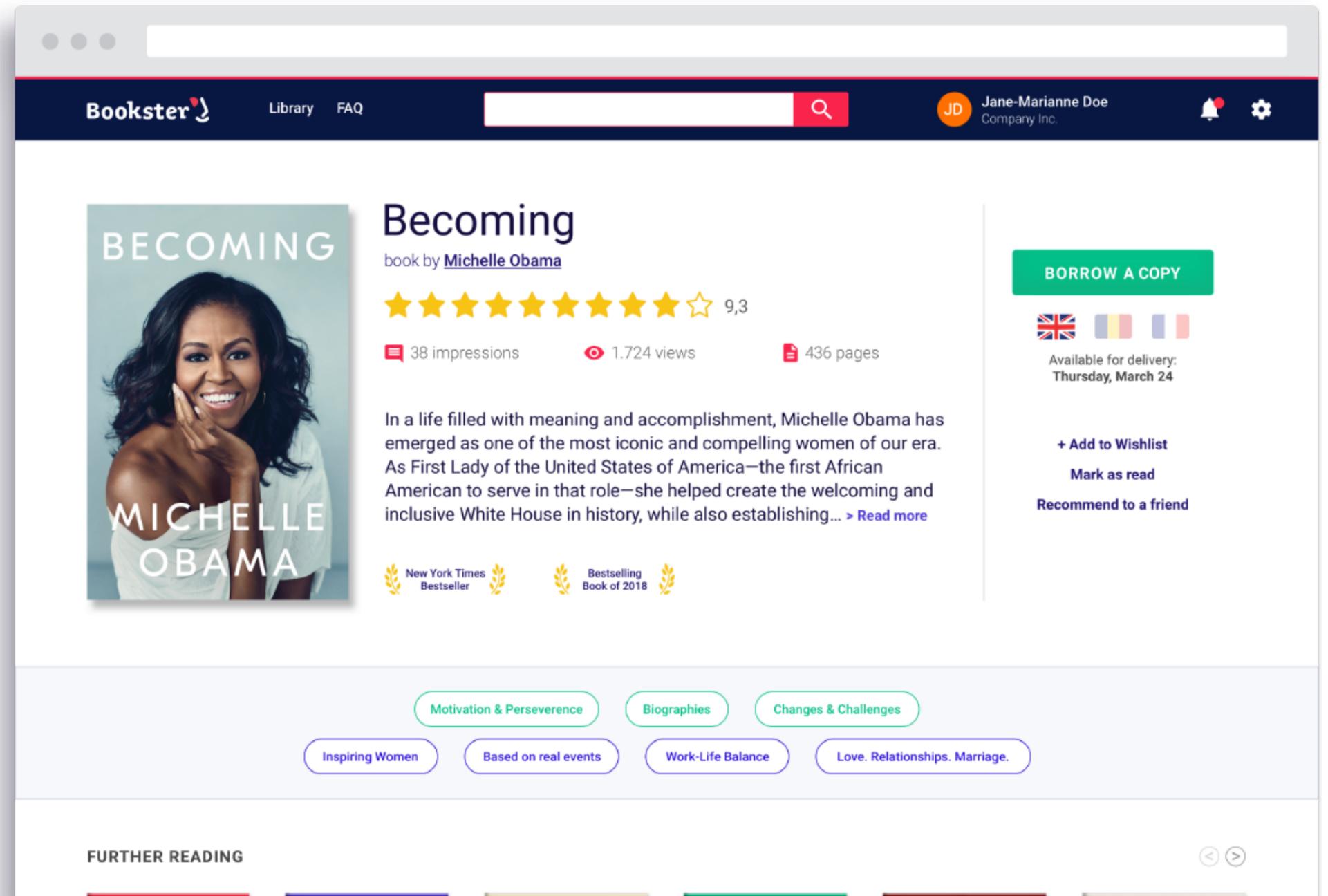
Further some freelance and project-based work is showcased. Thank you for your interest.

Book Page

This is one of the more feature-heavy pages of the *www.bookster.ro* – the online platform of the first modern public library in Romania.

One of the reasons for facelifting the page was to make it more mobile-friendly. This is an adaptive design with 3 anchored layouts - desktop/landscape tablet, portrait tablet, and portrait smartphone.

This page has several variations, like a product page that differs depending on the content. I chose to showcase the Book page, as printed books remain the backbone of the library. The main purposes of this page are to provide an overview of the book and a compelling Borrow experience.



Bookster Library FAQ

Jane-Marianne Doe Company Inc.

Becoming

book by [Michelle Obama](#)

★★★★★ 9,3

38 impressions 1.724 views 436 pages

BORROW A COPY

Available for delivery: Thursday, March 24

+ Add to Wishlist
Mark as read
Recommend to a friend

Motivation & Perseverance Biographies Changes & Challenges

Inspiring Women Based on real events Work-Life Balance Love, Relationships, Marriage.

FURTHER READING

Open: An Autobiography
#GIRLBOSS
The snowball
I am Malala
Becoming Steve Jobs
Lean In

Add an impression:

JD

A comment should be at least 50 characters long

POST COMMENT

38 impressions newest oldest popular

Sam Jones
I eagerly anticipated this book for two reasons that don't fit well together. First, although I do not know the Obamas, I have several friends who are close personal friends of both Michelle and Barack (this results from my attending law school while Barack was teaching, and being in Chicago for some years thereafter). Second, I am not particularly a fan of their politics, although I obviously have nothing against them personally. Thus, I think I can offer an objective view of this book—and I found it both moving and worthwhile.

Homo Deus
The courage to be disliked
Everthing is illuminated
Black Leopard, Red Wolf
Calm the F*ck Down

Bookster
The first modern public library in Romania

Careers FAQ Terms and Conditions

Bookster Library FAQ

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Biographies

Printed article Online article Case Study Harvard College Commencement...

Add an impression:

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Mary Smith
Never really liked Michelle but wanted to get her point of view...now I remember why.

Motivation & Perseverance Biographies Changes & Challenges

Inspiring Women Based on real events Work-Life Balance Love, Relationships, Marriage.

FURTHER READING

Be a Better Leader, Have a Richer Life
I am in my late 20s, and feel I have wasted a lot of time. Is it... too late?
The Year of Magical Thinking
Perfect storm over Zurich Airport
Barnard College Commencement 2012
The Power

MORE FROM BIOGRAPHIES

OPEN
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Biographies

On what might be called practical insight and empowerment, rather than on setting political scores. That's probably a wise choice—after all, her husband's terms as President showed that very few people were interested in political settlements or compromise.

3 years ago | Reply | Report 17

Mary Smith
Never really liked Michelle but wanted to get her point of view...now I remember why.

3 years ago | Reply | Report

Rupert Porter
Thank you for the insightful impression. I think this will be my next read!

3 years ago | Reply | Report 9

Library

Becoming



Becoming

book by Michelle Obama

★★★★★ 9,3

38 impressions 1.724 views 436 pages

In a life filled with meaning and accomplishment, Michelle Obama has emerged as one of the most iconic and compelling women of our era. As First Lady of the United States of America—the first African American to serve in that role—she helped create the welcoming and inclusive White House in history, while also establishing... > Read more

New York Times Bestseller Bestselling Book of 2018

BORROW A COPY

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- Motivation & Perseverance
- Biographies
- Changes & Challenges
- Inspiring Women
- Based on real events
- Work-Life Balance
- Love, Relationships

FURTHER READING

Be a Better Leader, Have a Richer Life

- Harvard Business Review
- Harvard Business Review
- The Year of Magical Thinking
- Harvard Business School
- Barnard College Commencement 2012
- The Power

MORE FROM BIOGRAPHY

- OPEN
- WARRIORBOSS
- LEONARD
- BECOMING
- LEAN IN

Below the primary CAT available languages are highlighted. By choosing a different edition, the page refreshes, showing the respective cover and providing a different availability for the book, if necessary.

Next the categories and collections that the book belongs to are shown.

Further reading is a row of mixed reading materials, similar to Frequently bought together on shopping sites.

More from pulls books and articles from the book's main category in taxonomy, in this case Biographies.

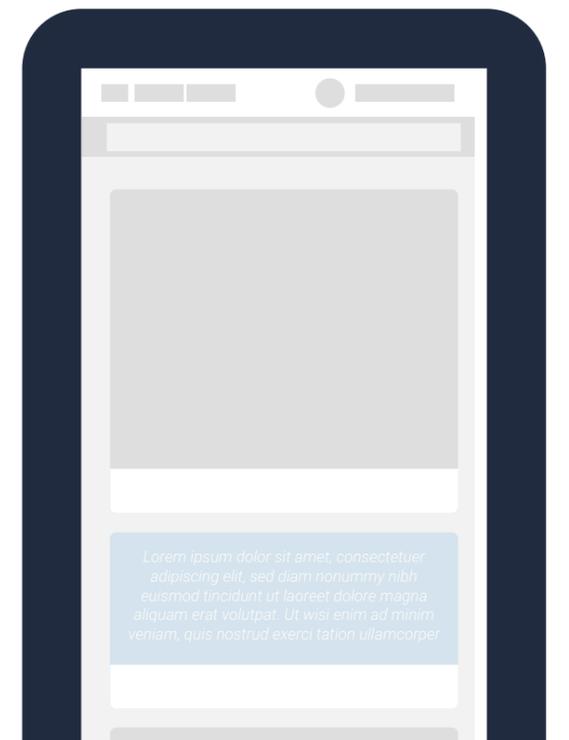
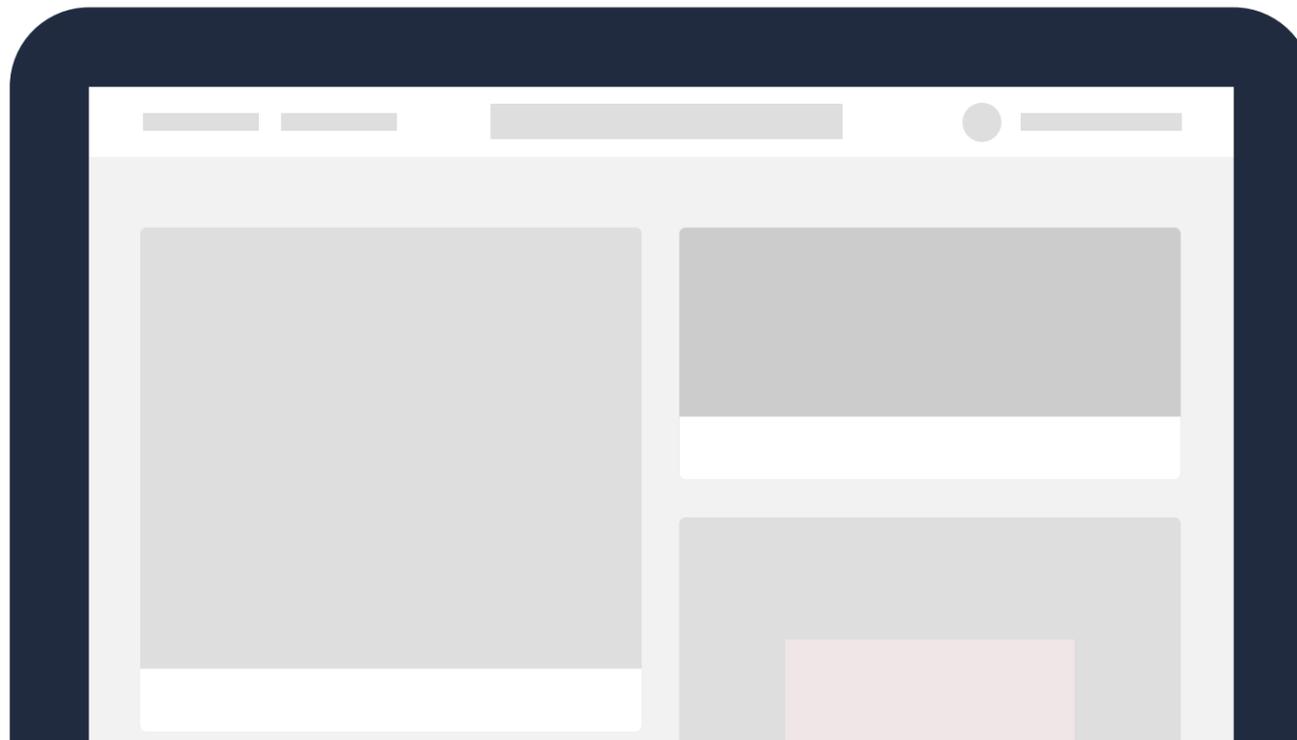
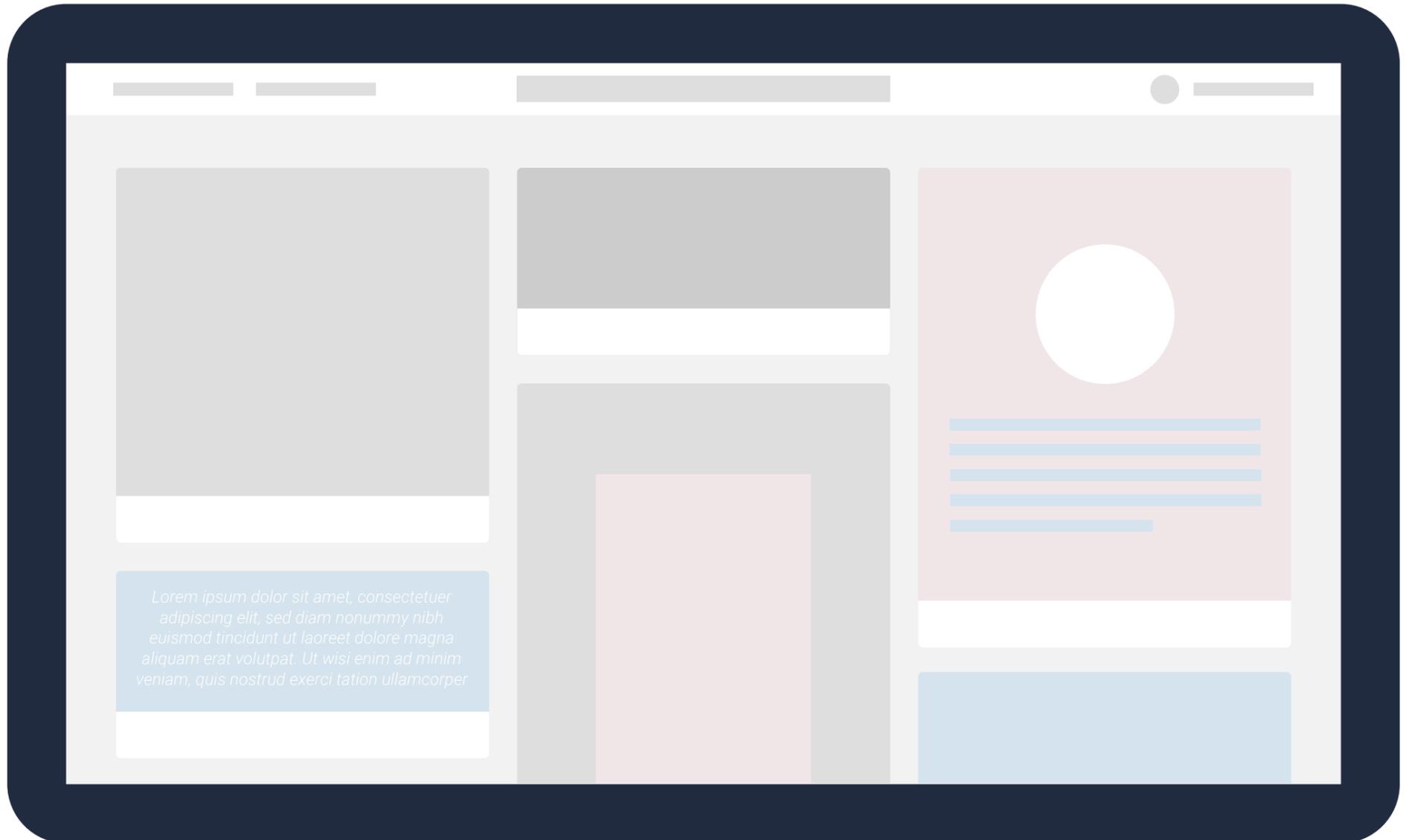
Library Newsfeed Page

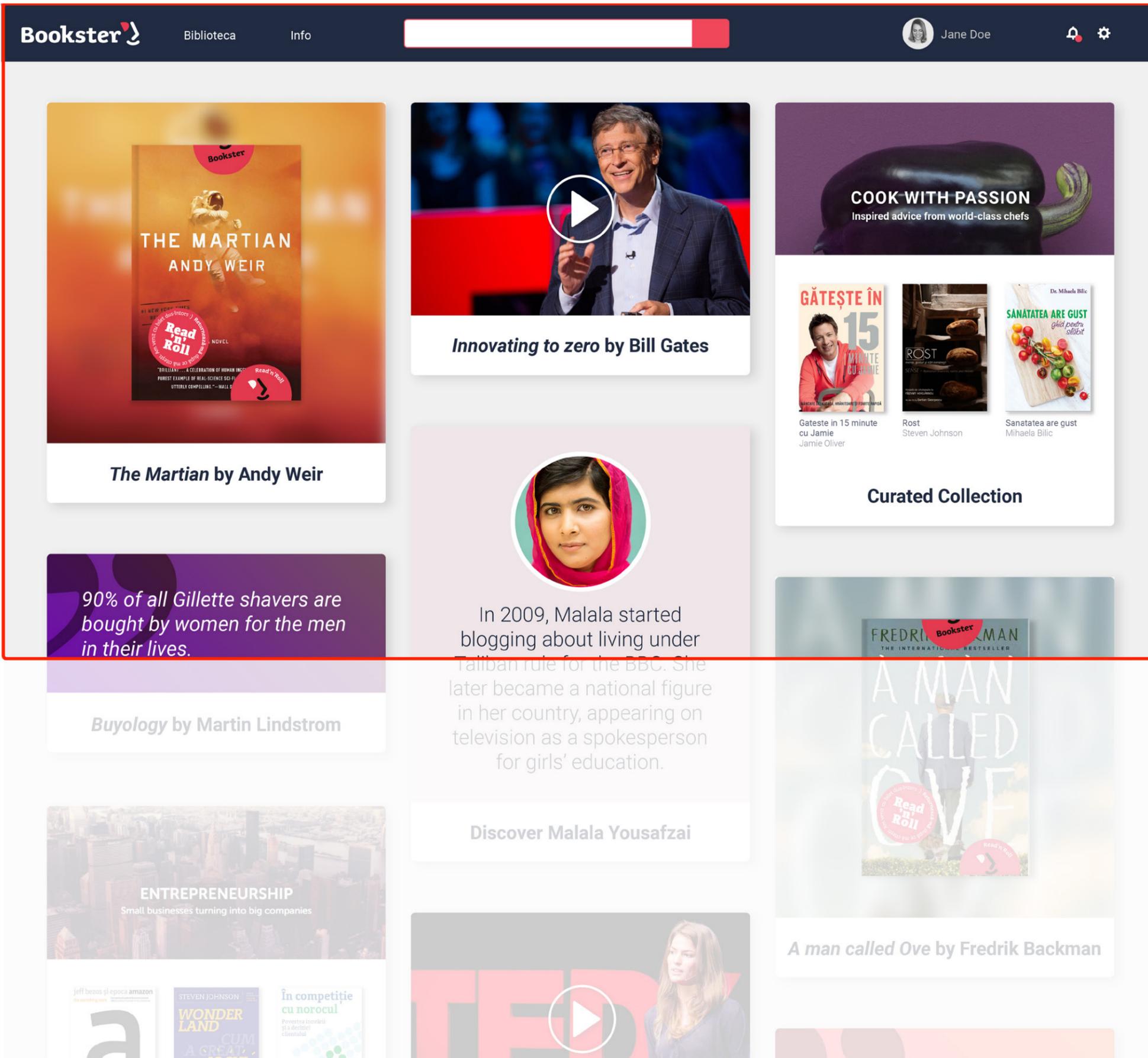
Bookster is a modern B2B2C library, consisting of both online and offline content.

The library displays videos and articles, printed articles and case studies, books and audiobooks for offline borrowing.

The Newsfeed page displays existing content in an exciting and appealing way, promoting both the most recent additions to the library and long-time favourites.

Analytics show that two-thirds of subscribers access the library from a desktop computer - that is why the main layout is a three column dynamic newsfeed. Nevertheless a tablet and smartphone friendly layout was created.





For the initial launch of the page 5 types of content are proposed - books, curated collections, videos, author collections and quotes.

This way the page wouldn't look monotonous because no two similar cards would be shown on the screen at the same time.

Hobbycultor

Hobbycultor is a series of workshops for students, a “hobby incubator” aimed to encourage young people to pursue unusual interests. Workshops range from ballroom dancing to seasonal gift-wrapping, from pottery to public speaking.

Hobbycultor is a weekly event hosted by the Students’ Cultural House in Bucharest, Romania. Trainers are invited to teach a specific course to a group of 20-25 students. Students access the event for free.

I created the logo as well as all promo materials, including posters for recruiting trainers and illustrated online + offline packages for every workshop.





HOBBY-CULTOR

Pasionat de percuție?

Hai să te îmbogățești de la meșteri la fel de pasionați ca tine. Dacă ești student ai acces gratuit la atelierele noastre.

Te poți înscrie printr-un mail cu datele tale de contact la mihai.muntenita@ccs.ro, iar noi ne vom ocupa de restul. Treaba ta? Să vii pregătit să furi meserie!

Detalii pe www.ccs.ro și pe fb.com/hobby-cultor

HOBBY-CULTOR

Pasionat de actorie?

Hai să te îmbogățești de la meșteri la fel de pasionați ca tine. Dacă ești student ai acces gratuit la atelierele noastre.

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HOBBY-CULTOR

Știi meserie?

Îți place să gătești, să faci origami, să împachetezi cadouri, și vrei să o împărtășești și altora?

Dacă ești student, da un mail la mihai.muntenita@ccs.ro și povestește-ne despre pasiunea ta, iar noi te ajutăm să-ți construiești un atelier pe platforma noastră! Aplicațiile se primesc până la sfârșitul de lună.

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HOBBY-CULTOR

Pasionat de caligrafie?

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Detalii pe www.ccs.ro și pe fb.com/hobby-cultor

HOBBY-CULTOR

Incubator de ineditniciri

Știi meserie?

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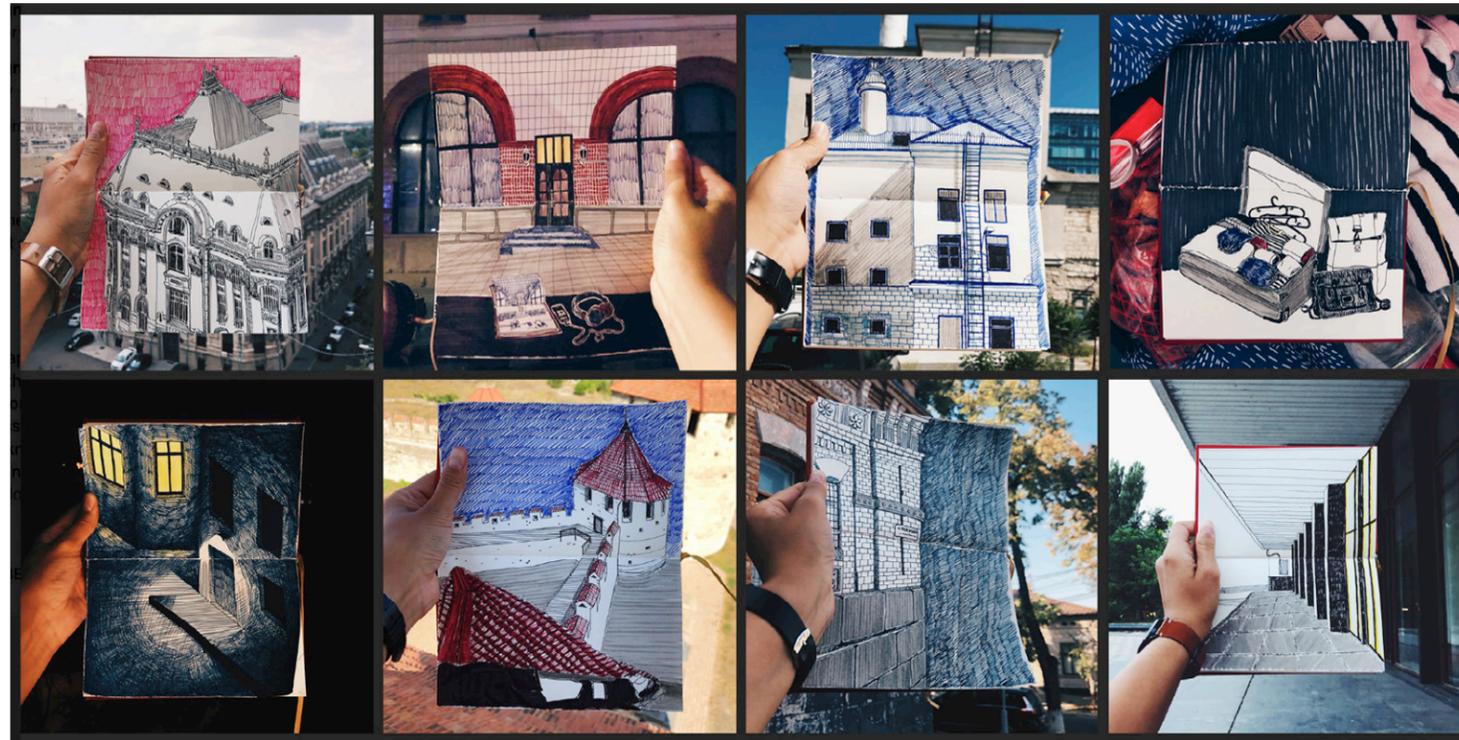
Sketching/Illustration

With some spare time on my hands I started sketching every day. Here are some of my favorites, both field snapshots and scans.

I only use pens, a limited palette of inks, markers and brushpens - no pencil.

Some of the drawings were made into prints.

The images were transferred using a digital DTG (Direct-to-Garment) technology. The printed area does not feel stiff or rubbery and colors are nice and vivid.



Logotypes & Brand Identity



ALEXANDRA CASPRUF

Jms

JOLIE MAISON



BARE-BARE

Pan-Pan 

Alexandra Caspruf is a freelance stylist, fashion blogger and jewelry designer with an extensive fashion PR portfolio. This is a monogram which later inspired a full length name writing.

JMS is a housing project in Northern Bucharest.

Bare-Bare is an indie music label.

Pan-Pan is a small family-run bakery which offers a large variety of breads as well as simple and delicious bread-based snacks.

Capricciosa is an established pizzeria from Bucharest that needed a facelift. The logo was then used to update all the takeaway packaging, as well as the interior of the restaurant.

Studio8 is a family-run event planning and flower design studio. They specialize in weddings and offer a large palette of services.

Capricciosa
Ristorante Pizzeria dal '98

Studio8