



PORTFOLIO

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**Senior Integrated Creative**

Alexandru (people call me Alix)  
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- Web
- Print
- Branding
- Video
- In-house
- Agency
- Freelance
- Product Marketing
- Advertising
- UX/UI Design
- Email Campaigns
- Brand assets
- Animation
- Website design
- UI Videos
- Decks
- Infographics
- Photography
- Demo videos
- Adobe CC
- Figma
- Powerpoint
- Hubspot
- Salesforce
- Showpad
- Wordpress





## EDUCATION

### University of Worcester

BA - Joint Honors Digital Film Production with Screenwriting

### HubSpot Design and Marketing Certified

### LinkedIn Learning

Certificates: colour theory, logo trends, advertising, storytelling through design, typography, art direction, animation.

### Writing with flair

Shani Raja

## PRACTICE

### Fine Art

Cristie's London - Auction 2022  
The Auction Collective 2021  
RED Exhibition 2019

### Film

The Talk - Short, 2024  
Magic Moments - Series, 2024  
My Fair One - Short, 2012  
Madame Bijoux - Short, 2011

### Writing

1001 Things I Love - 2024  
Fragments 2019 - Present  
Poetry 2017 - Present  
Ematipation - Novel, 2007  
The Last Kiss - Novel, 2006

### Creative Designer - Product Marketing TRACTABLE

MAR 2021 - FEB 2023 (Full-time)  
Hybrid. London, UK

Tractable is a computer vision unicorn bringing the latest research and machine learning techniques to visual assessment of cars and homes. Within Product Marketing, I was responsible for:

- Maintaining brand standards throughout all assets
- Designing key sales material such as presentation decks, one pagers, infographics and event collateral
- Ideating and editing engaging product demo videos to demonstrate how our products work
- Creating and editing UI/UX wireframes
- Creating animations which explain our products and demonstrate their need
- Writing and directing video shoots in collaboration with video production companies
- Designing and uploading key sales assets within Showpad as well as optimising UX and organising content efficiently within the platform
- Creating graphic and video assets for the launch of our Standard Products
- Supporting the re-brand process driven by Pentagram and implementing the new brand standards
- Creating advertorial videos for different product use cases
- Creating assets for Salesforce Pardot e-mail campaigns
- Creating engaging landing pages to promote our events and products
- Working directly with voiceover artists, brand and video production companies to deliver assets
- Contributing to brand guidelines

### Senior Creative Designer SANDVIK

JAN 2020 - MAR 2021 (Contract)  
Hybrid. London, UK

The Global Marketing Team at Sandvik Applied Manufacturing Technologies manages the marketing activity across business units and digital growth ventures. I was responsible for:

- Developing brand identity assets for growth venture digital solutions
- Working directly with the Head of Growth Marketing to design all assets for digital demand generation
- Delivering pixel perfect design assets for both digital and print campaigns, including wireframes, ebooks, infographics, reports, email templates and social media assets
- Developing Wordpress landing pages, micro sites and update existing websites
- Partnering with Event Managers and Marketing Managers in order to create assets for events including booth 3D design, brochures, sales decks and videos

### Senior Creative Designer LOIZOU & CO

SEPT 2018 - DEC 2019 (Contract)  
Office based. London, UK

Loizou & Co is a financial services company based in Mayfair, London. My role comprised of working directly with the MD and the wider team in order to create the company's brand assets, such as brand guidelines, brand identity, brand recognition strategy, decks, digital and physical assets.

### Group Marketing & Creative Designer MARKETTIERS4DC

JAN 2017 - SEPT 2018 (Full-time)  
Office based. London, UK

Markettiers4DC is the UK's leading broadcast PR specialist. I worked closely with the leadership team in order to deliver assets for print publications, client pitches, social media promotions and marketing campaigns. I was also responsible for:

- Designing infographics, reports, microsites, GIFs, banners, adverts, MPU's and marketing collateral presentation decks and newsletters
- Managing company branding, brand narrative and brand voice
- Taking photos of talent in TV and radio studios, editing for the company's social media channels
- Managing external CRM: conduct data acquisition campaigns, data cleansing, analytics and segmentation, nurturing win-back and newsletter programmes as well as reporting on results
- Creating the marketing calendar and delivering all output for the group across print and digital channels
- Write and publish blogs, case studies and social posts
- Overseeing the production of the quarterly printed magazine, Onward, and lead the distribution
- Maintain group websites
- Supporting the sales teams whilst they implement their sector-specific PR strategies
- Video shooting and editing

### Creative Designer ARTEMIS RECRUITMENT

SEPT 2016 - JAN 2017 (Contract)  
Office based. London, UK

### Creative Designer ADMEDIA

MAY 2016 - SEPT 2016 (Contract)  
London, UK

### Design and Marketing Manager NICHOLLS EXCLUSIVE CLOTHING

AUG 2015 - MAY 2016 (Contract)  
Office based. Birmingham, UK

## Videography and Animation

Please get in touch for animations, motion graphics and video assets.

## Competent Software

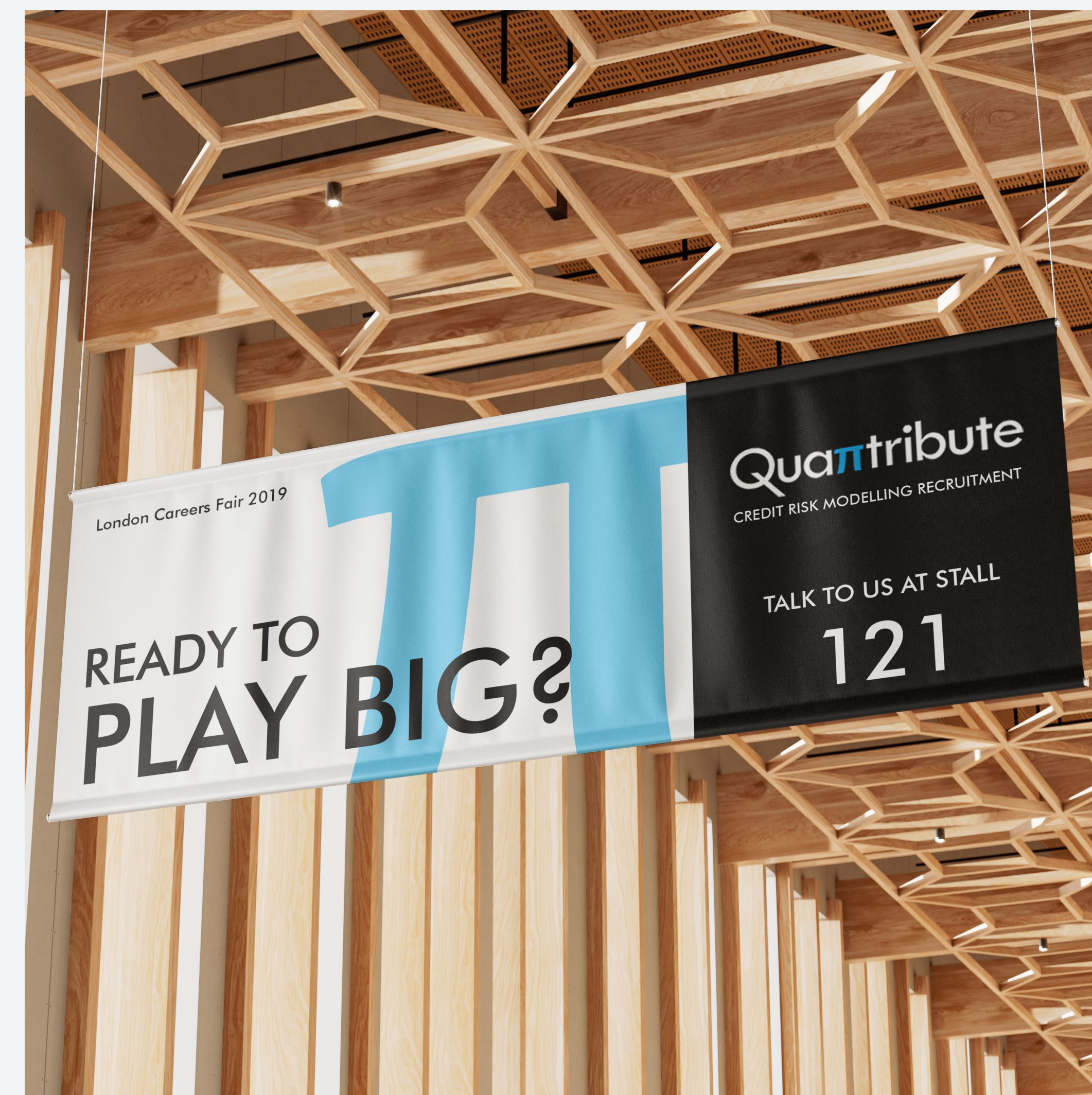
**Design solutions:** Adobe Creative Cloud, Figma and the Microsoft Office Package.

**Cloud based solutions:** Wordpress, Salesforce Pardot, Mailchimp, Atlassian, Confluence, OmniPlan, Google Analytics, Showpad. HubSpot certified.

**AI solutions:** MidJourney, Audioio, PodCastle, InVideo and more.

More job specific details and work history available on [LinkedIn](#).





BRANDING | Loizou&Co - Financial Services, 2018 | Nicholls Exclusive Clothing - Made to Measure, 2015 | Baroness Lorely Burt - Politician, 2016 | Mayura Wellbeing - Holistic Therapies, 2023

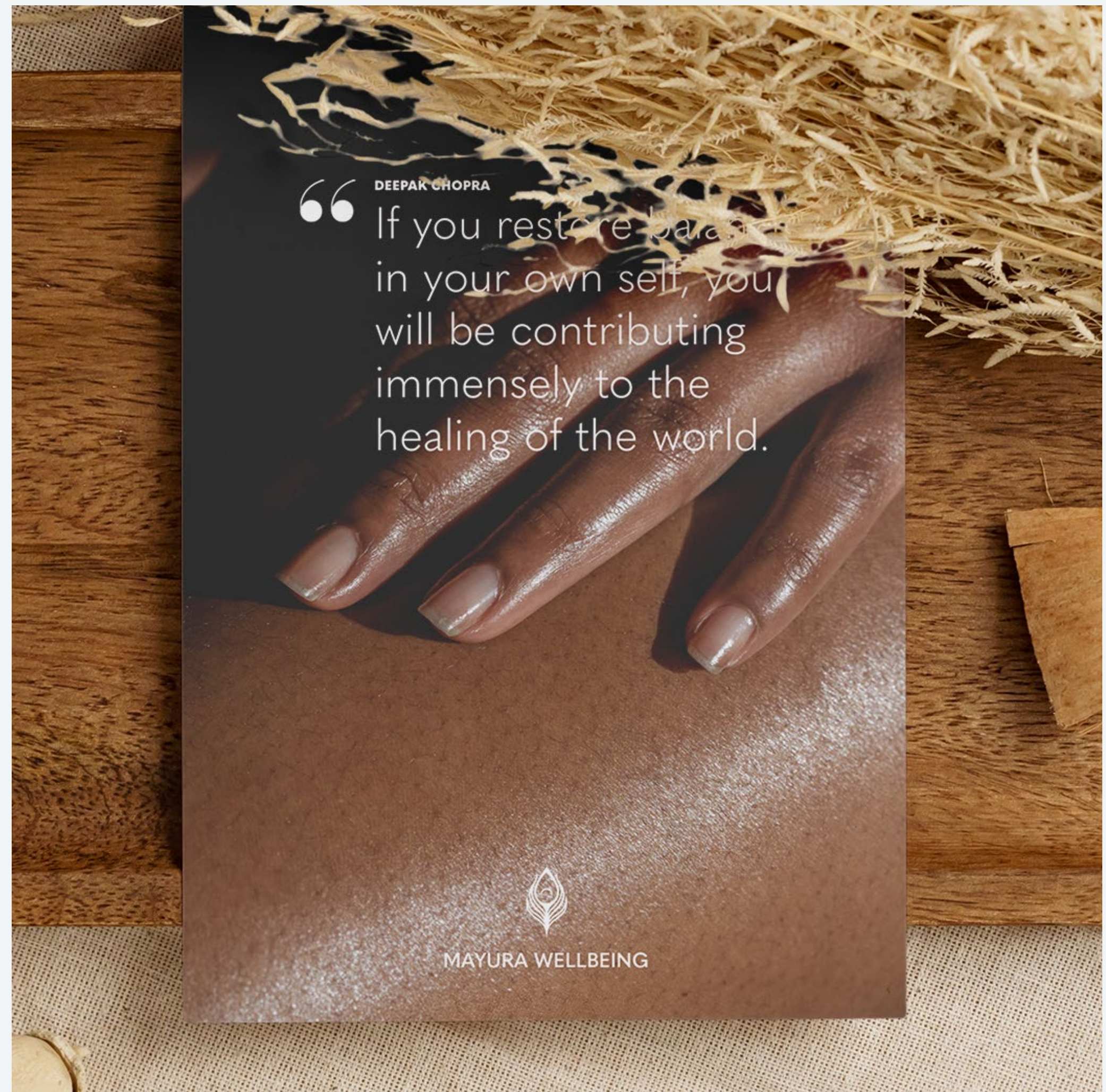
Quantribute - Recruitment Agency, 2018 | The Activist Shop - E-commerce, 2018 | M:Genius - Product, Metrologic Group, 2020 | deBRETAGNE - Fine Art, 2018





BRANDING | Nicholls Exclusive Clothing - Brand application across web design, advertising and marketing





BRANDING | Mayura Wellbeing - Brand assets creation and marketing collateral





Version: 3.0 | January 2022 | Tractable Brand Guidelines

## 10 Videography

In this chapter, we aim to establish the elements that will give our video a consistent brand look and feel.

### UI Demo - Screen container

Screen containers are designed to display our desktop applications. Figma prototypes should also be built to the specifications below.

**Specifications**  
 Position: Centre alignment, vertical and horizontal  
 Note: There may be instances when the above criteria are not possible due to the nature of the content. In such cases, the content should be centered as much as possible, with the exception of the alignment.

**Size and aspect ratio**  
 Standard: 1024 px by 768 px  
 In frame standard display size: 80% of the frame  
 Aspect ratio: 4:3  
 Curved edges: 30 degrees

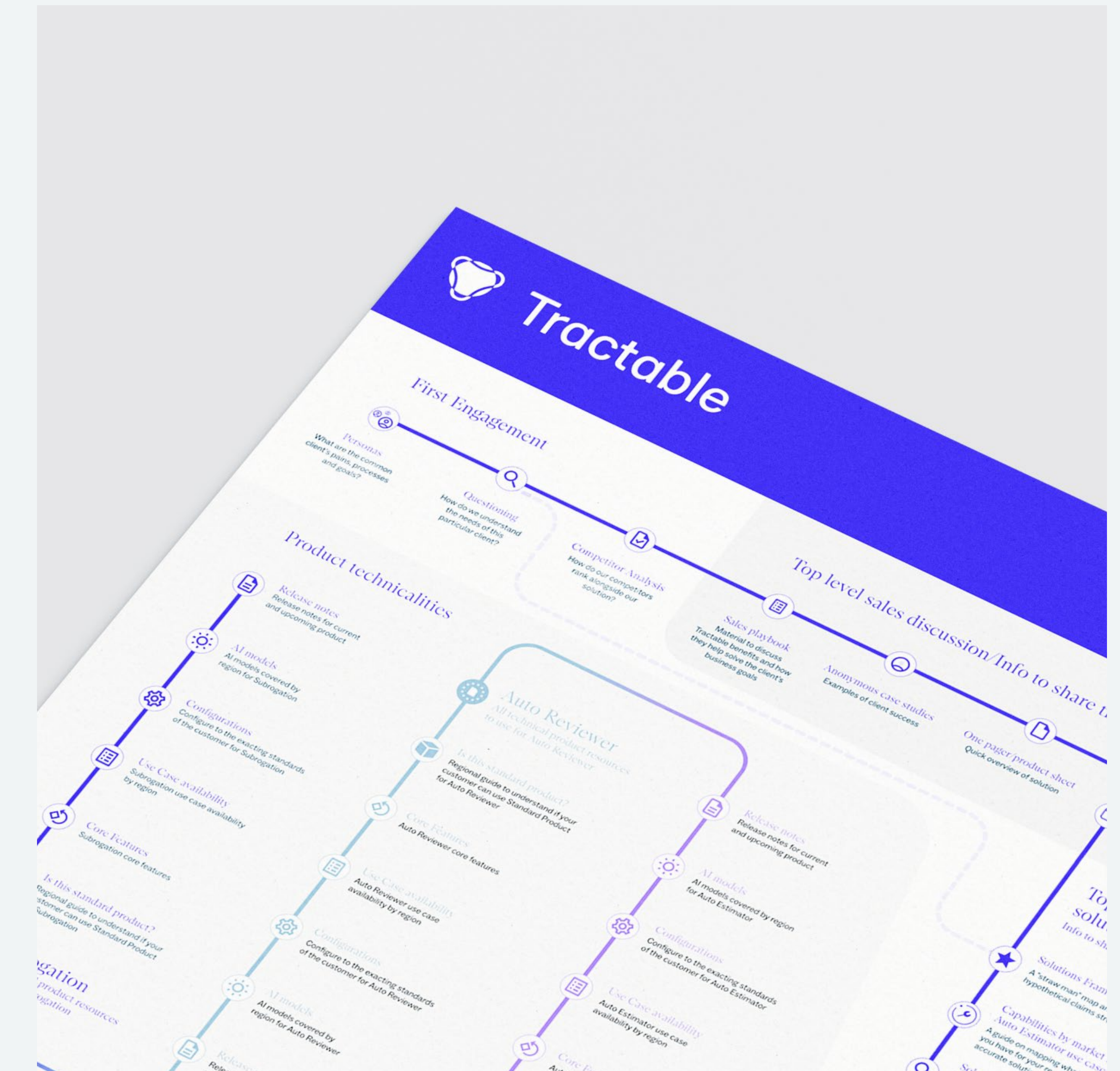
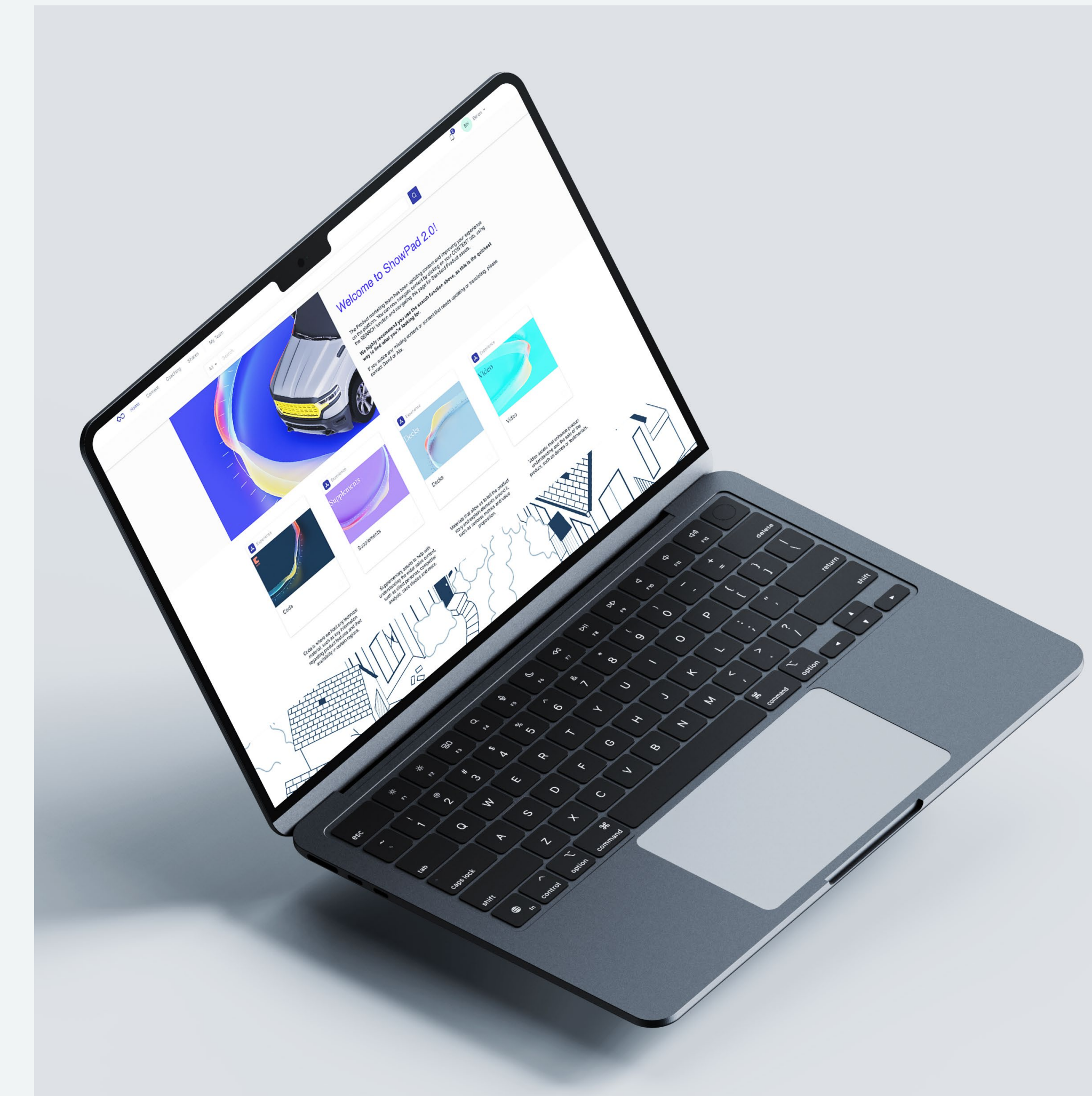
**Split Screen**  
 To achieve the optimal split below should be followed.

**Separator**  
 A separator should be split frames meet, when the content is strong enough to create a clear distinction.

**Dimensions:** 5: 100 maximum  
 Colour: #000000

**Objects** that are part of the frame, should be centered in of the frame.

**Logo**  
 It is recommended that the logo be used for split screens.



### Typography In Video

Typography is particularly important when it comes to keeping a consistent look and feel. We have a particular set of requirements for typographic elements in video, which are outlined on this page and the subsequent one.

**Headlines**  
 Always use light 'business sans, no full size' font for headlines in video.  
 Do not exceed 80px.  
 Color contrast for headlines with background. Please do not add drop after headline text.

**Sub-headlines**  
 800px Max. Right-align 'business sans, no full size' font for sub-headlines in video.  
 Do not exceed 40px.  
 Do not use drop shadow or underline.  
 Please do not add drop after sub-headline text.

**We develop Visual AI to assess damage of vehicles and homes**

Applications that feature typographic elements should have shared relative scaling and positioning to create cohesion along with clear hierarchical structure.

### Background Options

When it comes to videos which require a background, please choose from the options on the right. It is highly recommended that only stock colors are used, with subtle gradients if any.

<b>DARK BLUE</b> HEX: #123248	<b>ELECTRIC</b> HEX: #4C99C9	<b>LIGHT BLUE</b> HEX: #99C9E8
Label Label Label	Label Label Label	Label Label Label
Label Label Label	Label Label Label	Label Label Label
Primary text string Secondary text string	Primary text string Secondary text string	Primary text string Secondary text string

### UI Demo - Pop-ups

When it comes to our products, highlighting certain features using pop-ups is a useful way to draw attention to key elements. Within the specifications of the frame, both a phone or a screen container, the pop-ups should be evenly balanced. Pop-ups can also be applied to footage, as seen in the next page.

**Styling guidelines**  
 Overall transparency: 20%  
 Overall font size: 14  
 Pop-up transparency: 100%

### UI Demo - Phone container

When it comes to product demos on mobile phones, a container should be used with the specifications below. Figma prototypes should also be built to the specifications below.

**Specifications**  
 Position: Centre alignment, vertical and horizontal  
 Note: There may be instances when the above criteria are not possible due to the nature of the content. In such cases, the content should be centered as much as possible, with the exception of the alignment.

**Size and aspect ratio**  
 Standard: 494 x 898 px (iPhone 11 Pro Max)  
 In frame standard display size: 85% px out of 1000 px  
 Aspect ratio: 19.5: 9  
 Curved edges: 30 degrees

### UI Demo - Phone

Half phone container have different aspects of the UI should be followed.

**Specifications**  
 Position: Centre alignment

**Size and aspect ratio**  
 Standard: 474 x 878 px  
 Aspect ratio: 18.5: 9  
 Curved edges: 30 degrees

### Typography In Video

Typography is particularly important when it comes to keeping a consistent look and feel. We have a particular set of requirements for typographic elements in video, which are outlined on this page and the subsequent one.

### UI Demo - Screen container (Zoom in)

In order to highlight certain parts of the UI, a zoom into UI is required.

**Specifications**  
 Position: veer to right  
 Note: There may be instances when the above criteria are not possible due to the nature of the content. In such cases, the content should be centered as much as possible, with the exception of the alignment.

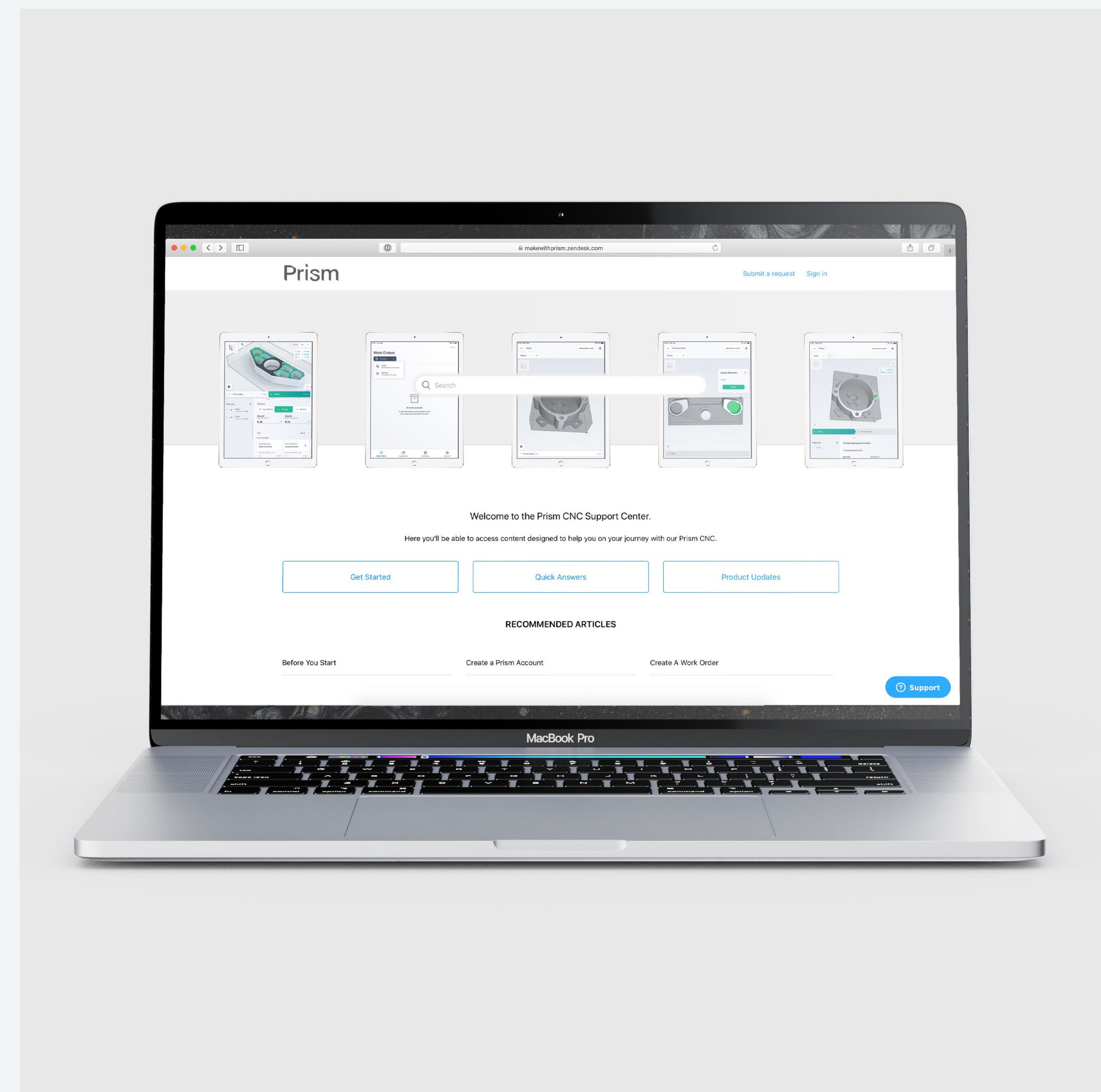
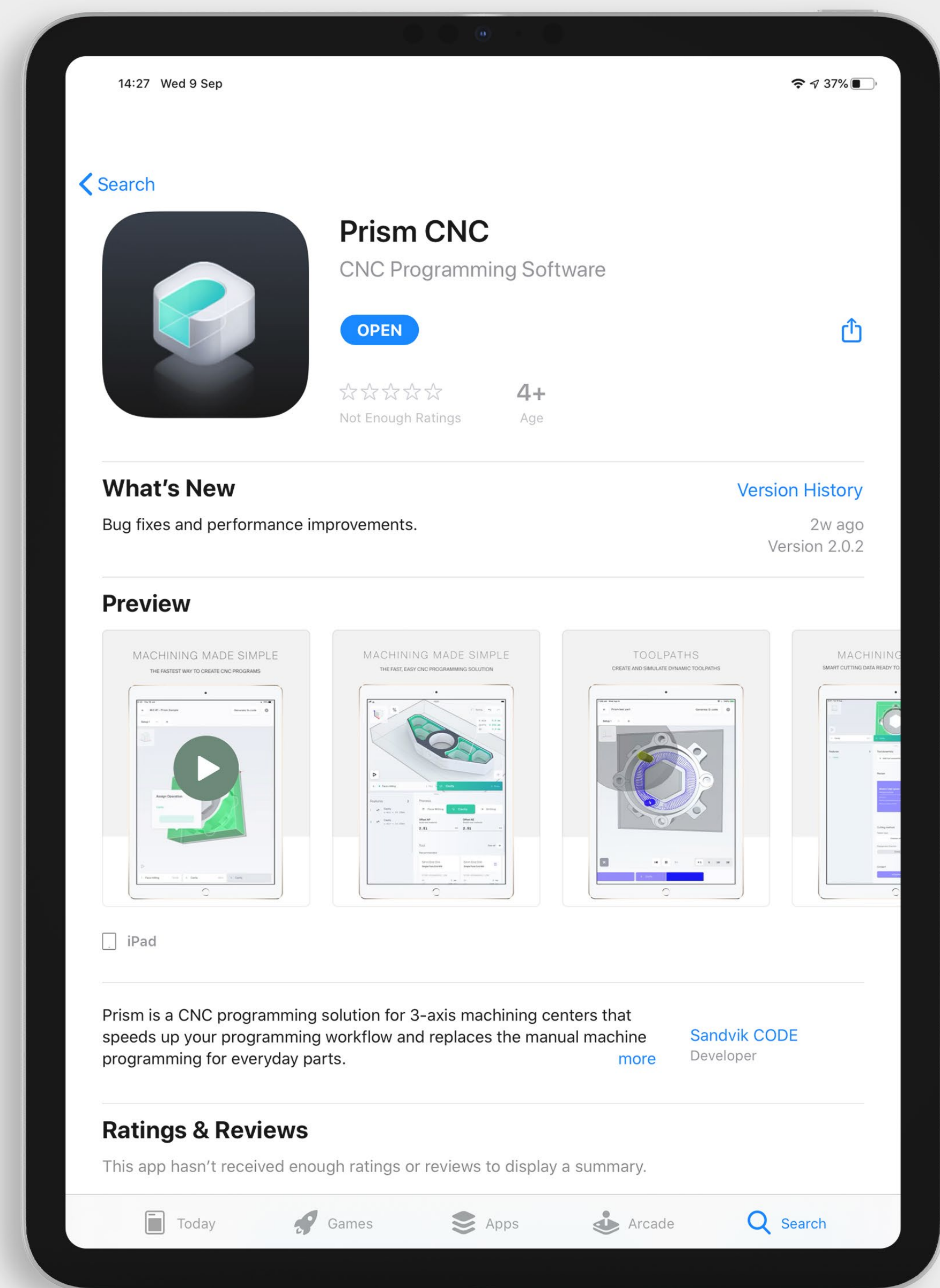






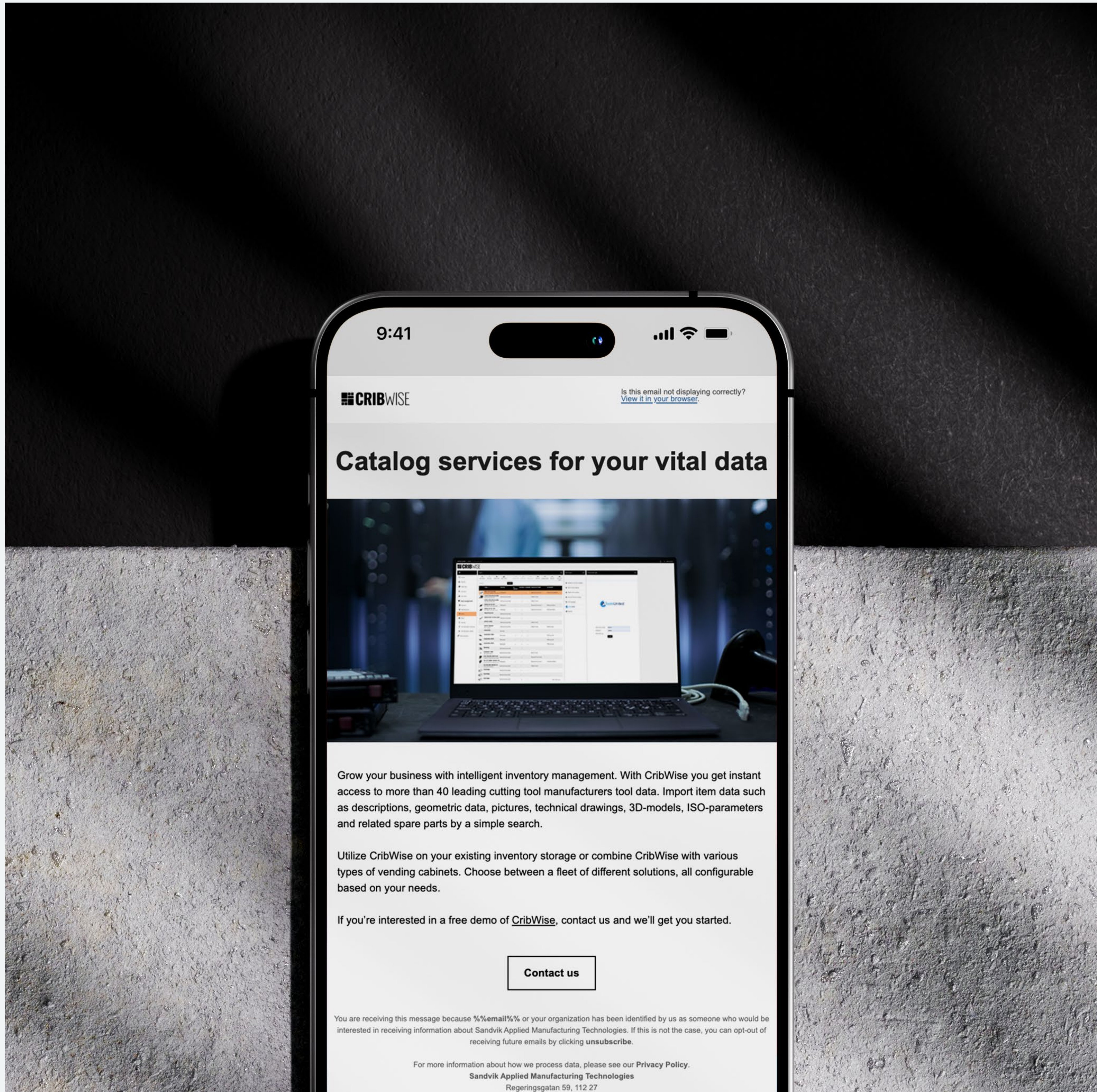
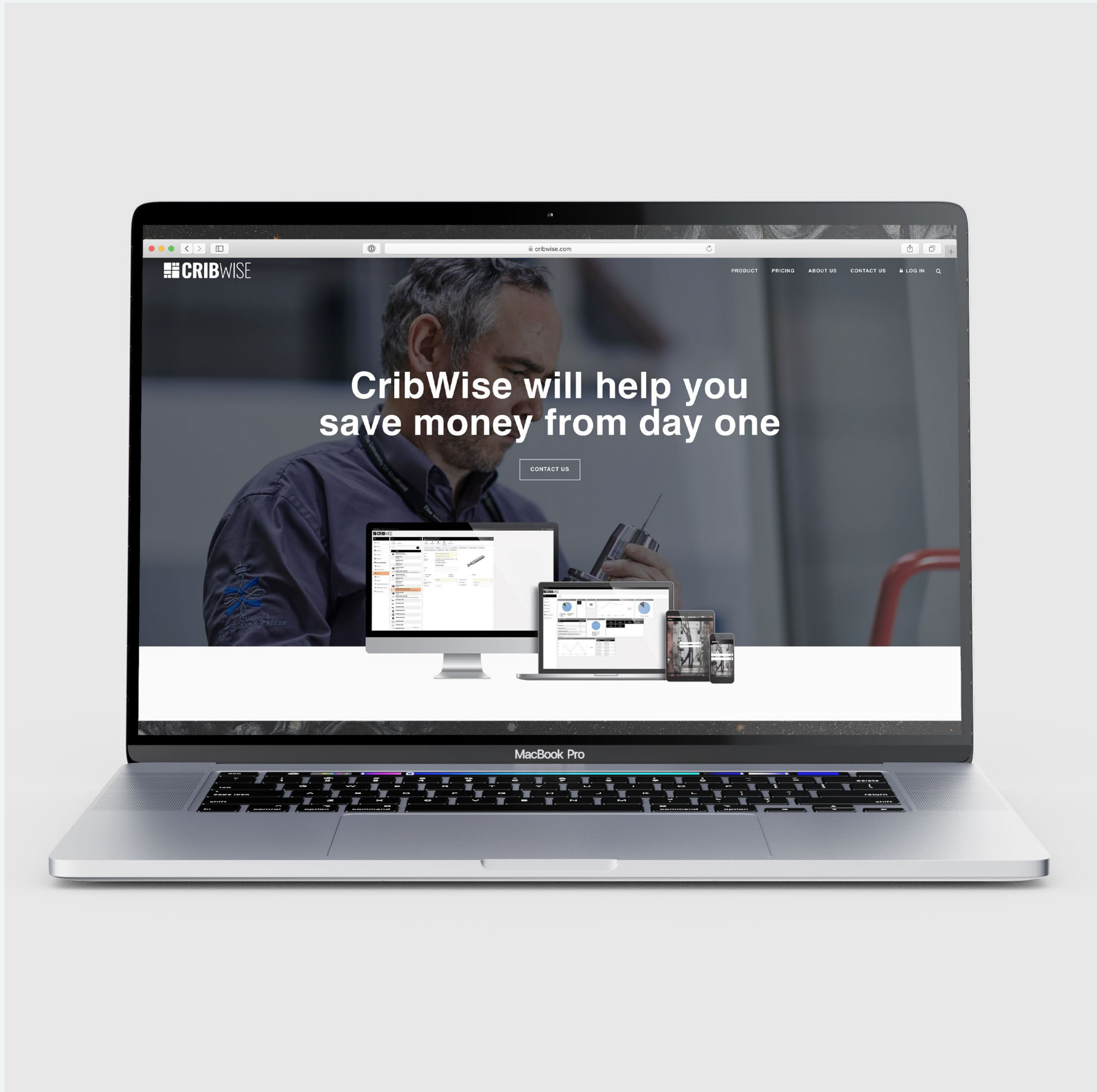
BRANDING ADAPTATION & ADVERTISING | Adidas Originals - The Original Superstar featuring James Dean - speculative advertising campaign





CRM | PRISM - App Store, email and Zendesk assets creation





CRM | CribWise - web design and email campaign sample





ADVERTISING | Admedia - Drive Panel Campaign | Virgin Atlantic - speculative advertising campaign

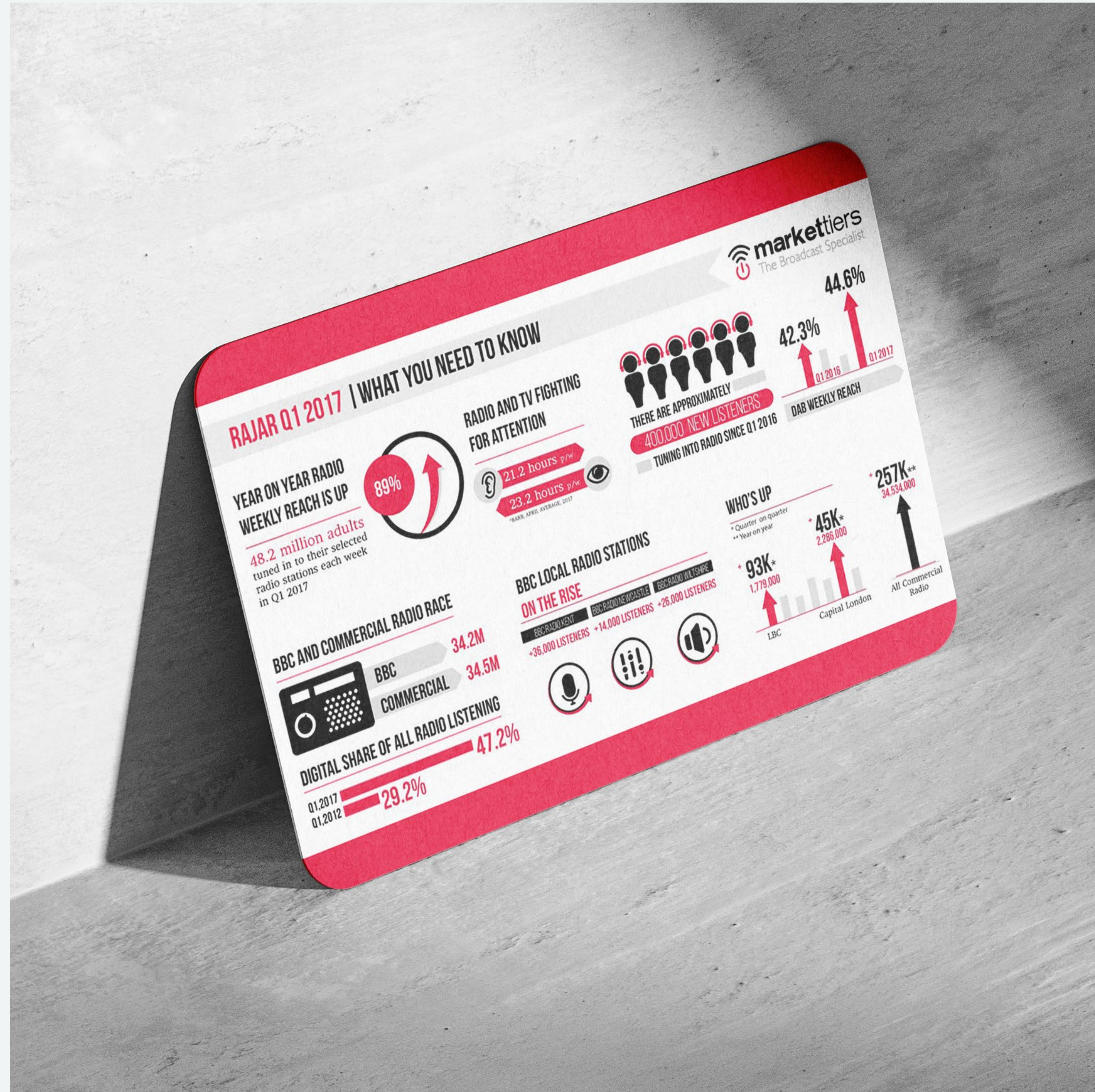




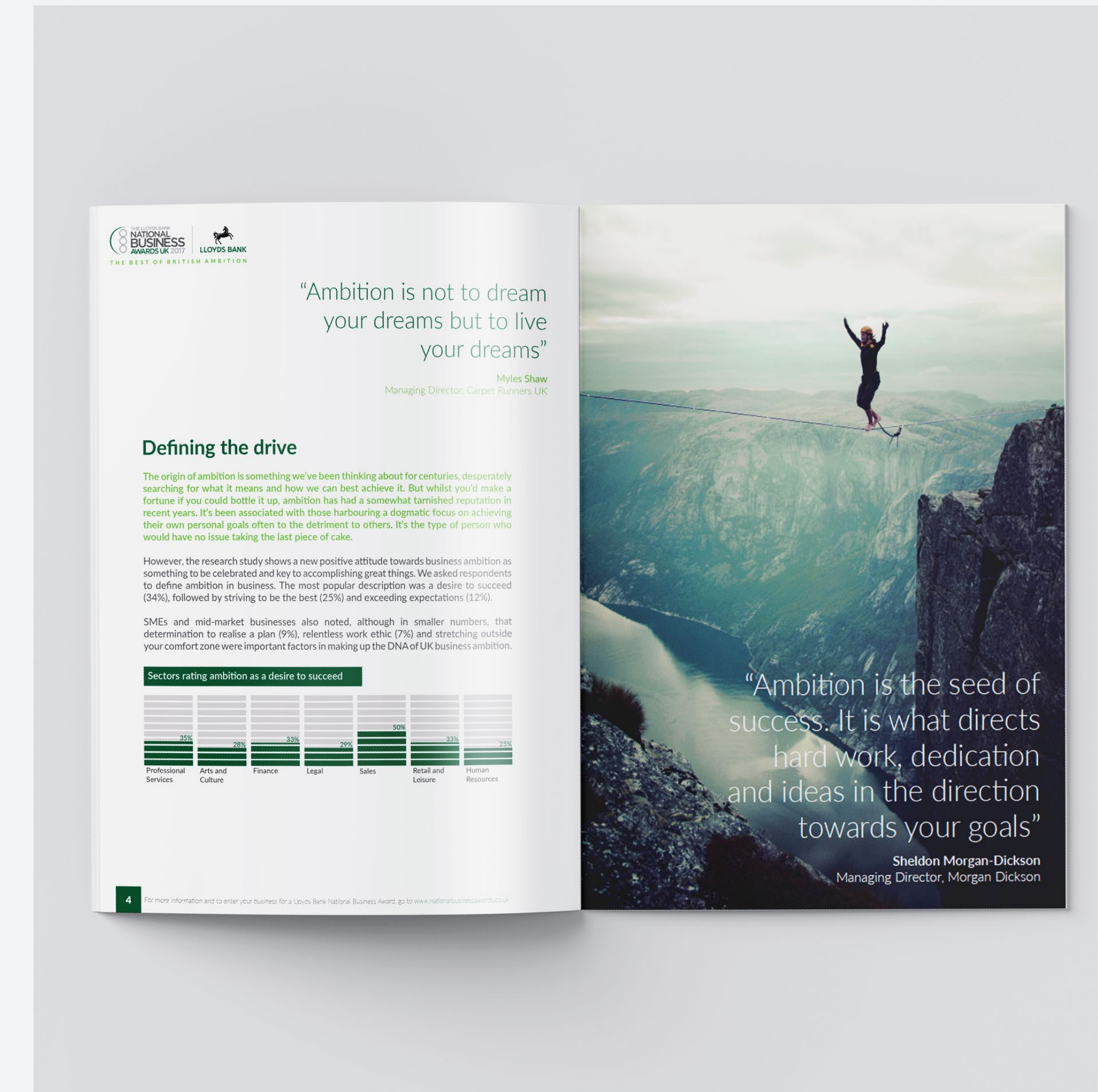




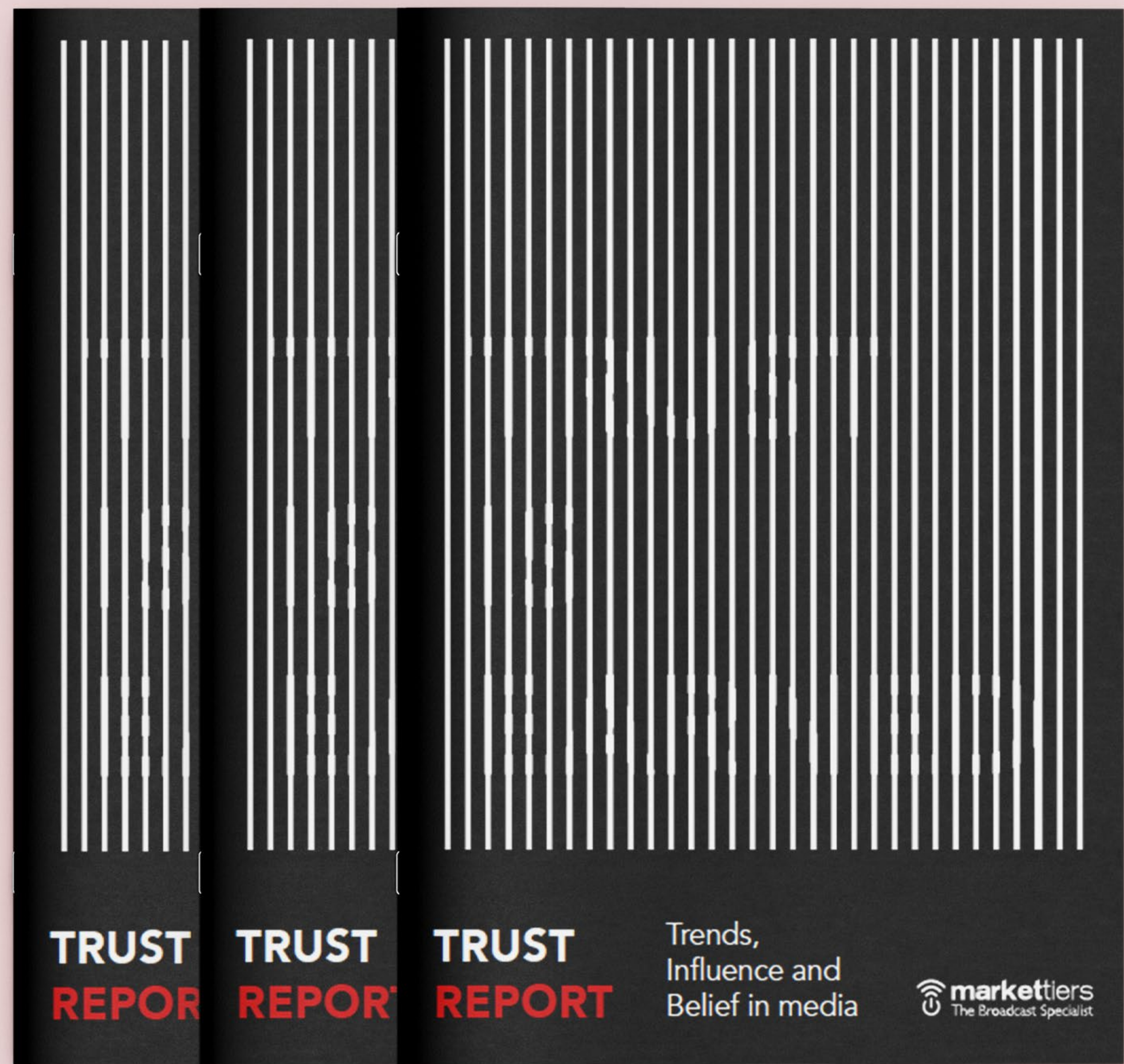




















PHOTOGRAPHY & EDITORIAL | ONWARD Magazine agency segment | ONWARD Magazine business segment