

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 6th 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 (7 years)

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

Other strengths (1–5 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

Contact

- » viorel.mocanu@gmail.com
- » (+4) 0749 08 69 18
- » <http://viorel.tel>

Education

- » Spiru Haret University, Bucharest — Marketing (bachelor, 2011)
- » Center for Independent Journalism, Bucharest — Editorial Design Course
- » Academy of Economic Studies, Bucharest — Marketing (1 year)
- » Polytechnical University, Bucharest — Computers and Automatics (2 years)
- » Alexandru Dimitrie Ghica National College, Alexandria — diploma in English and 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 these complex and highly informationally dense websites.
References: Ebbe Groes – CEO, Rasmus Sojmark – Commercial Director, Theo Herinean – Project Manager, Dan Pavel – Project Manager, Cristian Teodor – Lead Programmer.
- » '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](#)

Experience

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- » '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)
 - **Emporiki Bank** [Retail Products](#) (design, front end, programming, MK)*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