

Viorel Mocanu

Curriculum Vitæ

- Description:** » *Web Experience Designer*: building experiences, from visual language to interface functions.
- “Technical” data:** » male, born on 6th of December 1985, not married, based in Romania at the moment
» has a category B (standard car) driver’s license (2004)
» fluent in English, manages in French
- Expertise:** » Information Architecture.
(7 years experience) » Interface design, editorial design.
» Front end development (HTML, CSS, JS).
- Other strengths:** » Online communication and image consultancy.
(1-5 years experience) » Mid-level PHP programming – theme development for Wordpress & ExpressionEngine.
» Online advertising campaigns – media planning, media buying.
- Contact:** » viorel.mocanu@gmail.com
» (+4) 0749 08 69 18
» <http://viorel.tel>
- Education:** » present: Spiru Haret University of Bucharest — Marketing (Marketing bachelor, 2011)
Editorial Design Course — Center for Independent Journalism
» past: Academy of Economic Studies Bucharest — Marketing (1 year)
Polytechnical University of Bucharest — Computers and Automatics (2 years)
“Al. D. Ghica” National College, Alexandria — diploma in English and IT
- Experience:** » 2010–now: *Web Experience Designer* — **BetBrain Software**.
Responsible with designing a new “face” and a new user experience for the websites in the **BetBrain** & **EveryMatrix** network. I architect, design and develop front end experiences for these complex and highly informationally dense websites, bringing them to the modern age of usability, accessibility and user satisfaction, which is a challenge and a pleasure.
- » 2004–now: *Freelancer* — **PFA**.
Project development for clients like:
» Bakemono — PranzulDinCaserola.ro (AI & design)
» Zurich Broker — ZBA.ro (design & programming)
» Re/Max Invest — small scale **promotional campaign** for the Venus Residence real estate complex, resulting in thousands of leads and tens of apartments sold out (design & front end development)
» CreditZone — **landing page** for the lead gathering campaign (design)
» DistriGaz Sud / ExpertGaz — CentralaExpertGaz.ro, RevistaOxygen.ro (programming)
» Teodor Hossu Longin — AventuraTuristica.ro (design & programming)
» Cristian Mărgărit — GetFIT.ro, Harbinger.ro, Suplimente.ro, NOWFoods.ro (design & programming)
» E-Oferta — **redesign** for e-Oferta.ro (AI, design & front end development)
» myself — **Lecția de Stil** (“Style Lesson” – design, front end, programming) et cætera: (Siemens, **Paragon Project**, **CertSign**, **Mircea Maieru**, **Andy Ostafi**, **Teatrul ACT**, **ReShade**, **Platinum Finance**, **Virtual Soft**, **Only**, **Oxigen Asig.**)

(continued on next page)

Viorel Mocanu

Curriculum Vitae

Experience:

- » 2007–2009: *Marketing Manager* for **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** (AdWords, 2 weeks, thousands of leads), **Easy** (design) & **e-Cartela** (AdWords + MediaCafe/Yahoo!, 2 weeks, thousands of leads)
 - » Travel House — **Vacation in Rodos** (AdWords + our own CDN, 3 months, hundreds of leads), **Dream holidays** (AdWords, 3 months, thousands of leads)
 - » Alpha Bank — **Retail Products** (AdWords + MediaCafe/Yahoo!, 2 months, thousands of leads)
 - » Volksbank — **SME Products** (design, AdWords + AdEvolution + own CDN, 1 month, hundreds of leads)
 - » FinGroup — **Fill&Go Card** (design, AdWords + own CDN, 1 month, hundreds of leads)
 - » Emporiki Bank — **Retail Products** (design, AdWords, 2 months, hundreds of leads)Reference: Marius Soare — Managing Partner.

- » 2006–2007: *Web Development Manager* for **New Media Agency**, part of **The Group**.
Informational Architecture, programming, front end design and outsourcing management for clients like:
 - » Unilever — **PeTocuri.ro** (AI, design & outsourcing)
 - » Delaco — **Toni.Delaco.ro** (programming)
 - » RoDirect — **RoDirect.ro** (programming)
 - » ABN Amro Bank (currently RBS) — landing page and lead gathering campaign (programming & outsourcing)
 - » ExpertGaz — **ExpertGaz.ro** (programming)
 - » Chio — **Chio-Tattoo.ro** (programming)
 - » Ciucaş — **MontanFest** and **Cornel's Blog** (programming)
 - » Adobe Romania — **landing page** for CS3 launch in Romania (programming)
 - » Microsoft Romania — **Academic Resource Kit** and **Dynamics** (programming)References: Alin Zăinescu & Ciprian Stăvar — Managing Partners, Tudor Barbu — Web Developer, Dan Verescu — Creative Director, Octavian Arnăut — Web Designer, Aurelian Săndulescu — Flash Developer.

- » 2005–2006: *Project management, design, front end and back end development* for the **Ensign Management Consulting** website — **Ensign.ro**.
References: Dana Timar—Marketing Manager.

Passions:

- » photography
- » editorial design
- » typography
- » minimalistic, clean style
- » usability & accessibility
- » information architecture
- » rock&roll