

Letter of Introduction

Nice to meet you.

DEAR HIRING MANAGER,

I am writing to inquire about the opening for the Designer position.

With over two decades of experience in the design industry, I am a multi-disciplinary graphic designer, proficient in Adobe Creative Suite and I possess a deep understanding of design principles, typography, and layout.

I thrive in collaborative environments and am committed to sharing my knowledge while continuously learning from others. Throughout my career, I have collaborated with a diverse clientele, ranging from startups to multinational corporations such as Coca-Cola, ING Group, Holtcim, GSK, Vodafone and Orange.

The top portion of my resume highlights my career profile and three significant accomplishments that are also in alignment with this position. Please also explore my portfolio at www.calinalexander.com to see some examples of my work.

I would welcome the opportunity to speak with you if you feel I would be a strong candidate for this position. It will be worth your time.

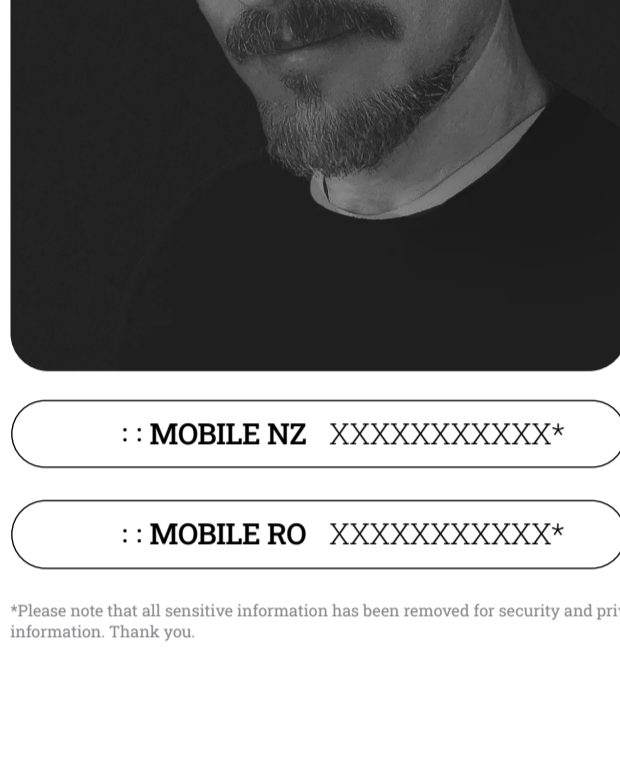
Thank you for considering my application.

Creatively yours,



The Course of My Professional Life

Known by most as a CV.



01. SHORT INTRO ↘

I consider myself a curious person, intrigued by the intricate design of life. I am always eager to explore new topics and enjoy sharing my knowledge and humour with colleagues and friends alike. I hold citizenship in both Europe and New Zealand, and I am fluent in English, with a basic grasp of French.

As someone who has worked in the industry for a long time, I've seen a lot of changes in the world of graphic design. And through it all, I've never lost my love for creating beautiful designs that captivate and engage viewers. I am always looking for innovative ways to approach design challenges.

02. CONTACT DETAILS ↘

→ EMAIL

→ WEBSITE

→ LINKEDIN

→ BEHANCE

→ DRIBBBLE

→ PINTEREST

:: MOBILE NZ XXXXXXXXXXXX*

:: MOBILE RO XXXXXXXXXXXX*

*Please note that all sensitive information has been removed for security and privacy reasons. Please contact me via email (using the button above) and I will provide you with this information. Thank you.

03. WORK EXPERIENCE ↘

→ Creative Designer

Honest T-shirts [F]
10/2023 - 2024

Together with my friends at Honest T-shirts, I created a few signature collections of t-shirts that embody our shared love for wearing standout designs - those that truly stand out from the crowd. I meticulously designed every detail of the t-shirt, from the label on the sleeve to the graphic on the front, using the artwork of a few talented New Zealand artists for some of them. Additionally, I am involved in designing their brand identity and website design. Have a sneak peek at the beta version website [\[homepage only\] here](#).

Adobe Illustrator / Adobe Photoshop / Art Direction / Visual Identity / WordPress Design - Elementor / Creative Concept Design

→ Senior Designer

University of Auckland [E]
05/2022 - 06/2023

As the graphic designer at the Faculty of Engineering, I successfully orchestrated the design strategy for the high-profile Mānawa Mai Open Day event in 2022. Through close collaboration with the marketing team, I crafted a compelling creative direction that seamlessly aligned with the event's goals and resonated with our target audience.

Notably, my efforts contributed to a significant increase in attendance, with the number of young people attending the event more than doubling compared to previous years, representing a 150% increase in participation.

Adobe Creative Suite / Online Advertising / Visual Communication / Advertising / Canva Visual Identity / Microsoft PowerPoint / Online Graphics

→ Creative Designer

Auckland Transport [E]
06/2023 - 05/2022

Over my 8-year tenure at AT Design Studio, I spearheaded the transition from print materials to digital and video. This contributed to the milestone achievement of issuing 1 million PT travel cards and a significant 100% increase in PT usage from 2014 to 2020. Partnering with the Televic Rail team from Belgium was crucial as we implemented a passenger information system for Auckland Transport. My role involved thorough research and a focused approach to user experience design. [See more here](#).

Adobe Illustrator / Adobe Photoshop / Adobe InDesign / Adobe Xd / Adobe Premiere / After Effects / Video Editing / Online Graphics / Graphic User Interface (GUI) Design / Visual Communication / Visual Identity / Creative Concept Design / Microsoft Word / PowerPoint / WorkflowMax

→ Creative Designer

Web Creative Store [SE]
03/2013-06/2015

One of the key projects I led was designing the interface for an innovative iOS karaoke app called Lyrical, developed by Peerpoint LLC, a pioneering American start-up. Following my design enhancements, this app, one of the first of its kind at the time, achieved remarkable success, garnering 250k downloads within the first week of its launch. Alongside my work on the Lyrical app interface, I directed the design of marketing collateral for print and social media channels. [See more here](#).

Adobe Illustrator / Adobe Photoshop / Responsive Web Design / Visual Communication / Typography / Logo design / UI

→ Senior Designer

The Brand Factory [E]
09/2007 - 03/2012

In 2007, I began my role as a Designer at The Brand Factory, a newly established agency that was 100% Kiwi owned.

Over my 5 years there, I contributed to the agency's growth by securing a diverse range of significant clients from New Zealand and Australia. These clients included GSK, Auckland Fish Market, Bestfoods New Zealand, MoleMap, Wilson Parking, Kohu Road, Oxfam, Venerdi, Turkish Kitchen, United Video, Perri Cider, Little Lamb, Esquires, Ribena, SoulThai, EziPay, Freedom Farms, Calico, Thirst, Eonergy, and Toby's Seafood.

Branding + Identity / Adobe Illustrator / Adobe Photoshop / Adobe InDesign / Apple Software / Artworking / Visual Communication / Visual Identity / Attention to detail / Image Design / Design Standards / Corporate Design / Poster Design / Advertising / Campaigns / Online Graphics

→ Art Director

Heep Media Agency [E]
03/2007 - 08/2007

During my time as Art Director at Heep Media, I had the opportunity to work with several big clients from the insurance and communications industry, including Omniaisig Vienna, Agra Asigurari, Vodafone Romania, and ING Romania.

As the Art Director, I was responsible for managing the creative direction and visual identity of various marketing and advertising campaigns for these clients.

Branding + Identity / Adobe Illustrator / Adobe Photoshop / Adobe InDesign / Visual Communication / Art Direction / Visual Identity / Layout Design / Poster Design / Advertising / Campaigns

→ Senior Designer

Skepsis Advertising [E]
10/2006 - 03/2007

During my time at Skepsis Advertising as a Designer, I created impactful 2D graphics for significant events, including Coca-Cola's "Harry Potter" X-mas, Orange's International Expo Stand, GSK's "Vitruvian City" event, ING Romania's 10th Anniversary, LG's KG800 Chocolate phone launch, and Ford's Anniversary Event.

These designs were showcased at events with audiences ranging from thousands to tens of thousands of attendees.

Graphic Design / Adobe Illustrator / Adobe Photoshop / Visual Communication / Art Direction / Visual Design / Creative Concept Design / Advertising / Image Design

SEE FULL EXPERIENCE ON → LINKEDIN

04. SKILLS ↘

→ Graphic Design

- Brand Identity
- Logo Design
- Typography
- Visual Communication
- Layout Design
- Print and Digital Design
- Infographic Design
- Presentation Design
- Photo Editing and Retouching
- Packaging Design
- User Interface (UI) Design
- Web Design
- Photo Editing and Retouching

→ Software

Adobe Creative Suite

- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere
- XD

Canva

Wordpress

- Elementor
- Simplicie

Microsoft Office

- Word
- Powerpoint

→ Industry Experience

- Advertising
- Marketing
- Branding
- Publishing
- Entertainment
- Retail
- Technology
- Healthcare
- Hospitality
- Education

→ Soft Skills

- Creativity
- Adaptability
- Collaboration
- Client Relationship Management

→ Project Management

WorkflowMax

- Client Communication
- Creative Brief Interpretation

SEE EXAMPLES OF MY WORK

→ PORTFOLIO

05. EDUCATION ↘

:: Graphic and Industrial Design at Unitech University of Bucharest

:: International Business and Trade and Commerce at The Romanian-American University

06. TESTIMONIALS AND REFERENCES ↘

* Radhika Lucas

Marketing Manager
University of Auckland

"Calin is someone who deeply cares about his work and brings uniqueness yet simplicity to his design skills. His 'keep-calm-and-carry-on' manner is refreshing and he goes about it in an unassuming way, while still delivering to tight deadlines.

We enjoy his sense of humour and creativity."

* Brett Ashmore

Owner / Creative Director
The Brand Factory

"A true talent, a strong creative thinker who has a keen eye for design. Being self managing, he has a very mature attitude and he is very reliable and took his responsibilities seriously as well as having a laugh with his colleagues."

* Sharon Hunter

Comms & Media Manager
Auckland Transport

"Great at giving advice and suggestions which keep pieces of work very current. He knows his craft well and would be a very good asset to any company in the graphic design area. Always a pleasure to work with."

* Dirk Jutzas

Owner / Photographer
Nomad Design

"Calin is a great creative on the design and digital space with some fantastic ideas"

* Sanjiv Menon

Principal Consultant
Assurity Consulting

"Calin and I worked together at Auckland Transport on a Design Sprint. I found he excelled at rapid prototyping and was able to quickly articulate a future state and brought a lot of fantastic ideas to the table."

* Jillian Doll

Content Writer
Faculty of Engineering

"It has been a pleasure working with you. I'll miss your jokes, your amazing designs and you quiet yet bubbly personality!"

FOR THEIR CONTACT DETAILS

→ SEND ME AN EMAIL

Thank You.