MIRUNA BASARABA
GRAPHIC DESIGNER

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WORK

DIGITAL LEARNING DEVELOPER
The Zishi Group
(July 2023 - Present)

- Designed engaging, multimedia-rich courses with interactive elements
- Managed projects for major financial clients and collaborated with stakeholders to develop engaging learning content
- Produced graphics, infographics and animation to enhance learning materials
- Developed bespoke LMS user interfaces

GRAPHIC DESIGNER
Wolf Learning Consulting
(July 2021 - February 2023)

- Developed a user-centric design system, boosting efficiency and results
- Redesigned the company's website, improving layout, information architecture, and brand alignment.
- Showcased a versatile skill set in multimedia design, including motion graphics, video editing, and illustrations
- Produced designs for printing, publishing, or digital distribution

GRAPHIC DESIGNER - LEARNING SOLUTIONS EXECUTIVE
The Institute of Data and Marketing
(October 2019 - July 2021)

- Improved e-learning visual identity
- Translated content into visually engaging designs, leading to increased user engagement and higher success rates
- Redesigned the e-learning platform, resulting in increased revenue by 10%, and reduced user complaints by 80%
- Promoted to Learning Solutions Executive

GRAPHIC DESIGN INTERN
BPNXT Vienna
(June 2018 - September 2018)

EDUCATION

BA HONS IN GRAPHIC DESIGN
West University of Timisoara (RO)

EXCHANGE SCHOLARSHIP
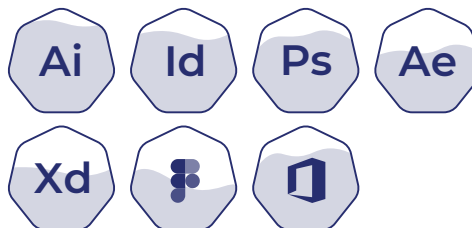Oulu University of Applied Sciences (FI)

Northern Ostrobothnia Museum
- Co-developed HISPO, an augmented reality mobile application for historical exploration
- Designed web and print materials
- Contributed to concept development by identifying key features for enhancing user experience

Meizi Games
- Redesigned a disc golf mobile application to improve layout and user experience
- Conducted user testing and research to uncover user needs and pain points
- Brainstormed, prototyped, and designed innovative and distinguishable features
- Enhanced the application's functionality to store location data and score

SOFTWARE

Ai Id Ps Ae
Xd

CERTIFICATES

PRINCIPLES OF ANIMATION
School of Motion

WEB DEVELOPMENT - HTML CSS
IT School

TECHNIQUE OF PHOTOGRAPHY
Iris Photo Club

SKILLS

HARD SKILLS

Visual design
Information architecture
Data visualisation
Design thinking
Design systems
Prototyping
Mobile design
Web design
UI animation
Usability testing

SOFT SKILLS

Critical thinking
Strategic planning
Decision making
Problem solving
Communication
Time management
Adaptability
Teamwork
Creativity
Positivity
Patience