



*my name is Vasile Tiplea &*

{ Design is my Passion, my Life & what Drives me }

### Career Summary

- + 7 years working professional
- + primary focus User Interface & Web Design
- + secondary focus Brand Development & Corporate Identity Design
- + Brands worked on include: **BCBG, Westfield, Verizon, Univision, Tracfone, Cricket & SAG**

### Software Skills (Mac & PC)

Adobe Photoshop CS6	
Adobe Illustrator CS6	
Adobe InDesign CS6	
Adobe Dreamweaver	
Adobe Flash Professional	
Microsoft Powerpoint	

### Employment

- 1 **ART DIRECTOR**  
**WEB & MOBILE UI DESIGNER**  
(APR. 2011 - PRESENT)

**ZED WORLDWIDE**  
creator & distributor of digital content  
across multiple platforms

- + Created the digital storefront design, mobile UI, in-app merchandising campaigns & weekly promotions for the Tracfone brand including Tracfone, Net10 & Straight Talk.
- + Designed the UI for US Cellular Android App "Tone Room Deluxe" & worked closely with the branding team to create bi-weekly digital campaigns including banner ads, e-mail blast & in-store promotions.
- + Designed the UI for the Univision Android App "Univision+", designed bi-weekly digital ad campaigns including in-app merchandising banners, splash screens and on deck/off deck marketing promotions.

- 2 **SR. MULTI-MEDIA DESIGNER**  
**PRINT/WEB**  
(CONTRACT)

**WESTFIELD**  
operates one of the world's largest  
shopping centre portfolios

**Specific projects:** created innovative and cost-effective solutions for print and interactive promotional materials and large scale graphics for multiple centers, successfully implemented new creative for Westfield Family events

- 3 **SR. VISUAL GRAPHIC DESIGNER**  
**PRINT/WEB/PHOTO**  
(CONTRACT)

**BCBGMAXAZRIA GROUP**  
premiere American fashion brand

**Specific projects:** visual directives, look books, window clings, catalog design from concept to production to completion, concepting for layouts, image re-touching/manipulation and corporate e-mail blast for BCBGeneration, MAXAZRIA, HERVE LEGER, LOLA & Max Rave divisions Canada, Japan, France and United States.

- 4 **LEAD GRAPHIC DESIGNER**  
**PRINT/WEB/PHOTO**  
(JUN. 2007 - SEPT. 2010)

**WHATSHEBUYS**  
upscale online boutique retailer

**Specific projects:** corporate identity and brand development, print catalog designed from concept to production to completion biannually, product photography, environmental graphics/in-store signage, website updates including interactive flash content and biweekly e-mail blasts.



## Education

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BACHELOR OF SCIENCE  
GRAPHIC DESIGN  
(MAR. 2002 - MAR. 2006)

The Art Institute of California - OC  
America's Leader in Creative Education

**Achievements:** graduated with high honors, was part of the Deans List 3 years in a row, won several design competitions, was preselected for an internship with one of the most renowned ad agencies in the world: Y&R

ADVERTISING CONCEPT DEVELOPMENT  
ADVERTISING - CREATIVE  
(JUN. 2008 - FEB. 2009)

The Book Shop - Los Angeles  
creative concept classes for  
Copywriters and Art Directors

## Affiliation

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MEMBER OF THE AMERICAN INSTITUTE  
OF GRAPHIC ARTS (AIGA)

AIGA (American Institute of Graphic Arts)  
the professional association for design