

# Ovidiu Bradu



## About Me

Seasoned in-house graphic designer with over 10 years of experience, worked in various fields ranging from the financial, private equity, Infrastructure, real estate, entertainment, and online commerce sectors. Equipped with versatile skill set to execute all tasks; well versed in web design, videography, social media and print production.



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Vaughan, Ontario



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## Technical & Business Skills:

**Software:** Adobe After Effects | Adobe Illustrator | Adobe InDesign | Adobe Photoshop | Adobe Premiere Pro Adobe XD  
Microsoft Excel | Microsoft PowerPoint | Microsoft Word

**Coding:** HTML & CSS

**Expertise:** Branding | Logo Design | Social Media | UI/UX Design Videography | Cross-Functional Communication  
Collaboration, Leadership & Reporting | Corporate Technological Compliance

## Education

### Digital Media Skills certificate / 2023-2024

Ontario College of Art & Design University (OCAD) Toronto, Ontario.

Five course certificate: Video Editing, Adobe After Effect, Adobe Illustration, Editorial Design Studio, and User Interface (UI) & User Experience (UX) Design.

### Bachelor of Technology (B. Tech) Degree / 2008-2012

Ryerson University, Toronto, Ontario (Toronto Metropolitan University)

Graphic Communications Management with minor in Entrepreneurship and Innovation.

## Work Experience

### Senior Graphic Designer - Fengate Asset Management

5+ Years / November 2018 - April 2024

Thrived in advanced videography and graphic design; produced the company About Us Video, HR Employee Interview Series, acceptance awards video, podcast, interview panels, several project highlight reels and managed video production with creative studios on videos with budgets over 30K.

- **Drove world class web design;** designed and re-launched the main company website and real estate mini- site in 2020 and designed the refresh for both in 2023. Worked on the Implementation and design of the company's new Microsoft SharePoint intranet in 2022. Additionally designed and launched the internal employee e-commerce store and several mini-individual condo and industrial property websites.
- **Social media:** Designed visual brand identity for social media networks accounts; facilitated in expansion of the LinkedIn company account followers from 9K to 50K over 5 years.
- **Webinars:** Hosted several internal educational webinars to teach staff beginner and intermediate knowledge of applications such as PowerPoint, Word, Adobe, and Microsoft SharePoint.
- **Management:** Responsible for hiring summer interns and overseeing their role and duties.
- **Advertising and Branding:** Created ads for conferences and government partnership events, business publications, sporting events; curated brand identity across various company materials such as brochures, invitations and documentation for both internal and public facing intents.

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## Work Experience

### Graphic Designer - Escape Games Canada Inc.

Contract / September 2018 - November 2018

Excelled in videography and other elements of graphic design; re-cut and edited existing escape room promotional videos to properly showcase the game spaces.

- **Web Design:** Re-designed the company website to increase the clarity and the usability of the mobile version.
- **Photography:** Staged a photo shoot, creating a resources and assets library.
- **Social media:** Created digital ads for the company site and social media.

### Graphic Designer - PartsEngine.Ca.

2+ Years / August 2016 - September 2018

- **Web Design:** Responsible for general site management, content, and asset creation, and creating event mini-sites.
- **Advertising:** Designed weekly e-newsletters, monthly online flyers, social media advertisements, and customer engagement campaigns.
- **Print Production:** Managed various print productions such as bus signage and flyers, catalogs and trade show booths from design to final printing.

### Graphic Designer - NewAge Products Inc.

2+ Years / June 2014 to August 2016

- **Photo Editing:** Created immersive product showcases by blending both 3D rendered images and stock imagery for e-commerce storefronts.
- **Online Product Management:** Showcased a variety of products for Costco and was frequently featured on Webcollage as an exemplary webpage for visual and user design.
- **Advertising:** Spearheaded marketing initiatives utilizing animated monthly web banners for companies such as Sears, Wayfair and Overstock.
- **Print Production:** Managed various print productions such as manuals and brochures from design to final printing.

## Languages

**English**

Fluent 100%

**Romanian**

Fluent 100%

## Hobbies



**Painting**



**Board  
Games**



**Travel**



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