

ACHIEVE

YOUR  
DREAMS

MAKE IT HAPPEN

RAMONA

GHEORGHE

PORTFOLIO

# CONTENTS

# CONTENTS

# CONTENTS

04  
06  
08  
40  
42  
47

- STRATEGY
- THE CREATIVE SPARROW THEORY / WHO WE ARE
- EXPERTISE / WHAT WE DO
- TESTIMONIALS
- OUR PRACTICES
- SAY HI





# ABOUT

## MYSELF AND MY EXPERTISE

My name is Ramona, and I am a dedicated creative specializing in **UI/UX App & Web, Branding, and Print Design**. I work with businesses, charities, and design agencies from all around the world.

I'm looking to take the next step in my career by moving to the UK. Finding the right environment and the right people is sometimes a struggle, so if **you are from the UK** in need for my skills, or think we are a match, **let's get in touch**.

# STAY AHEAD

**BE THE GAME CHANGER.**

**BE THE SMART ONE.**

# THE SPARROW ROW THEORY



I am a passionate designer with experience in user interface, user experience, wireframing, UI patterns, and user flows as well as creating brands and taking them to the next level.

Starting with designing websites and branding designs, several years ago I found myself working as a Graphic Designer for the company Lunatix. In the following year I took the lead for more and more complex projects within the company and soon enough visually appealing designs, subtle details and brand guidelines combined with innovative interfaces across various touch points became my daily companion. At that point I was the lead graphic designer on all the projects with 90% of all my clients being international companies and as a result the following year I decided to open my own company and expand my work due to increased demand of my skills. I have a long list of happy clients which is why 95% of my clients are repeat business or referrals.

Since the beginning of my journey nearly 15 years ago, I've done remote work for media agencies, consulted for startups & Fortune 500 companies, and collaborated with talented people to create digital products for both business and consumer use.





# DETAILS

MATTER

IT'S TIME TO MAKE A DIFFERENCE

# E X P E

# R T I S E

view more on:  
[creativesparrowagency.co.uk/projects](https://creativesparrowagency.co.uk/projects)



- Branding
- Strategy
- UX & UI
- Design
- Packaging
- Digital Marketing



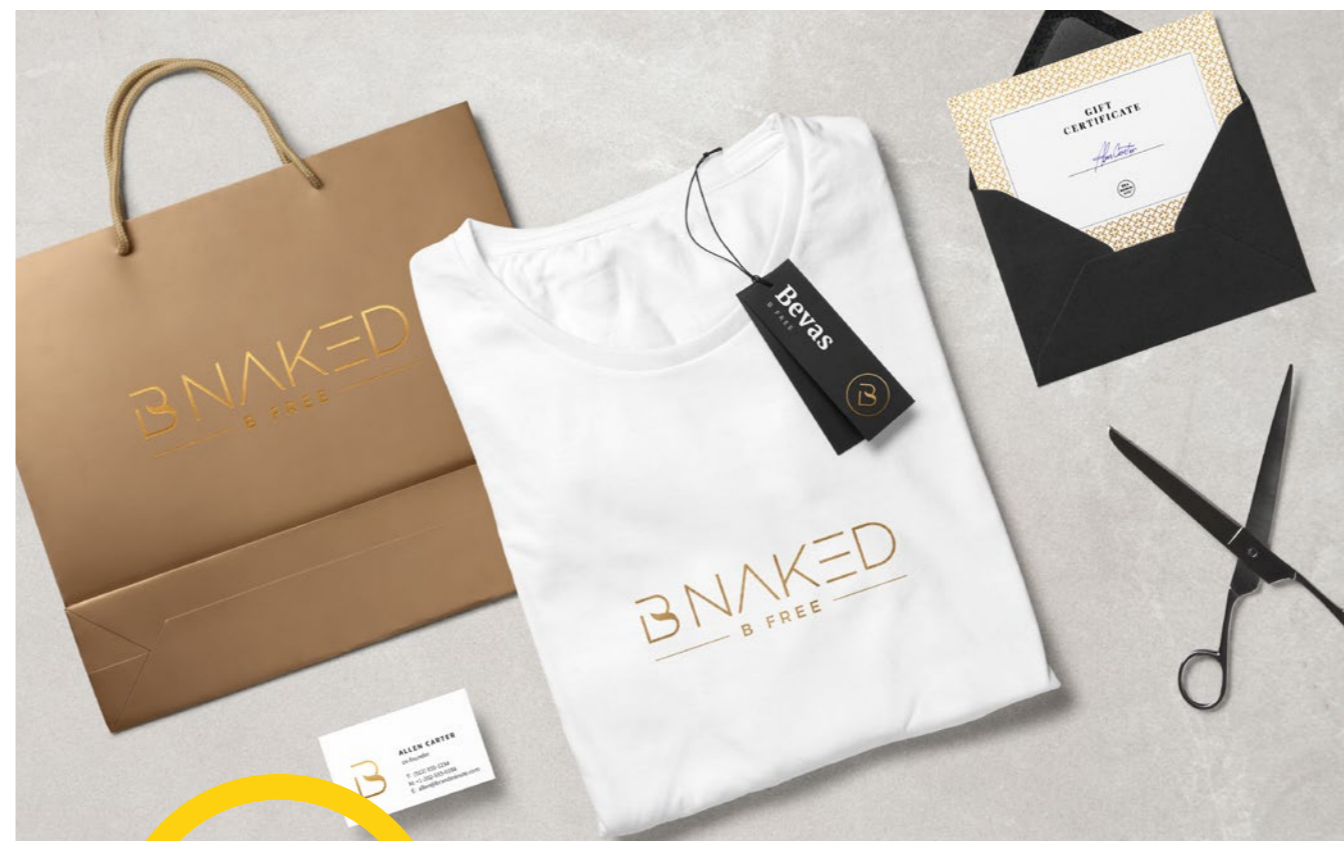
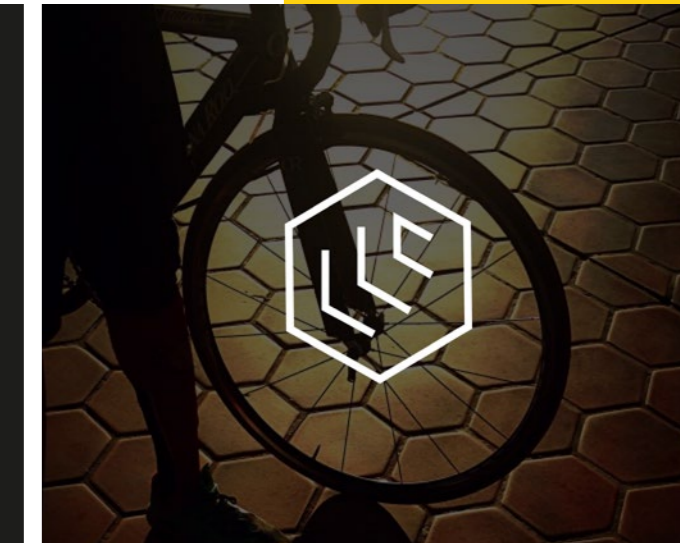
# Branding

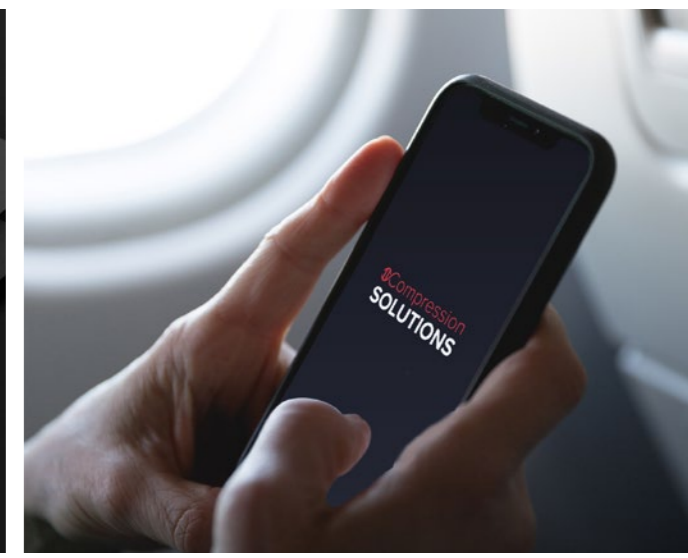
Branding is performing a “frontal assault” on your audience; standing tall and looking purposeful. It can be as simple as being consistent with what you do. Have a clear vision to guide your brand identity and marketing efforts, so that it can easily be seen from afar.

Branding goes beyond colors and logos. It is a declaration of who you are as a company, business or brand. Consider the perceptions of your audience to distinguish what will make you stand out from the crowd. Focusing on a consistent message, which can be advertised globally so that it can easily be seen from afar.

## WHAT I CAN HELP YOU WITH

- your brand developing;
- your logo design;
- a great brand strategy and positioning;
- a useful brand research.





Logo concept 1

Logo process

Brand Idea

APAG

TOGETHER

Logo construction Concept

Logo construction

Main Logo

App Icon Sample

Logo Placement

Concept

Octopus Corporation Battle Group

Logo Color Options

Typography

Color options

@CreativeSparrowAgency

Main Logo

Unitefi

Main Logo

App Icon Sample

Logo Placement

Concept

Lightbulb Beam Energy

Logo Color Options

Typography

Color options

@CreativeSparrowAgency

Main Logo

App Icon Sample

Logo Placement

Concept

Aquatic Light Fish

Logo Color Options

Typography

Color options

@CreativeSparrowAgency

Main Logo

STUDIOLAB

LOREM IPSUM DOLOR SIT AMET

Main Logo

STUDIOLAB

LOREM IPSUM DOLOR SIT AMET

StudioLab

Color Usage

@Ramona.Creative  
www.CreativeSparrow.eu

@CreativeSparrowAgency

Main Logo

AQUATANTY

LOREM IPSUM DOLOR

Main Logo

App Icon Sample

Logo Placement

Concept

Aquatic Light Fish

Logo Color Options

Typography

Color options

@CreativeSparrowAgency

Main Logo

FISH.LY

LOREM IPSUM DOLOR

Main Logo

App Icon Sample

Logo Placement

Concept

Fish.ly

Color Usage

@Ramona.Creative  
www.CreativeSparrow.eu

@CreativeSparrowAgency

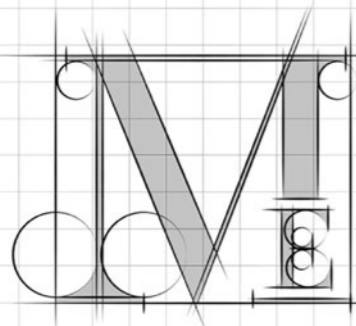




# SIRONA



**ME**  
ME THERAPY  
Your Emotional Wellness Space



## Strategy

Every step that you make belongs to a strategy. Don't let it be the others' strategy.

Everything starts with a goal. You have an insane idea. You dream about it, you don't know where to start from. That it's all you need to tell us. I'll create your brand new story.

### WHAT I CAN HELP YOU WITH

- your image audit and research;
- your customer segmentation analysis;
- your online visibility audit;
- a fabulous brand architecture;
- a successful brand positioning;
- customized marketing/communications plans.

## I've worked with some stellar folks

I  
X

**Garrett**  
ADVANCING MOTION

**OANDA**  
Solutions for Business

*Johnson & Johnson*

**unite**

  
**The Fisher Center**  
For Business Analytics  
Berkeley Haas School of Business

 **Shopper Approved**



**BLUEBERRY**  
AVIATION

**ATC INCOME TAX**



  
**Unilever**

 **hAIbooks**  
HUMAN ACCOUNTING INTELLIGENCE

  
**THE INDUSTRY EMPORIUM**  
WE ARE MARKETING

**GD**

**AIRBUS**

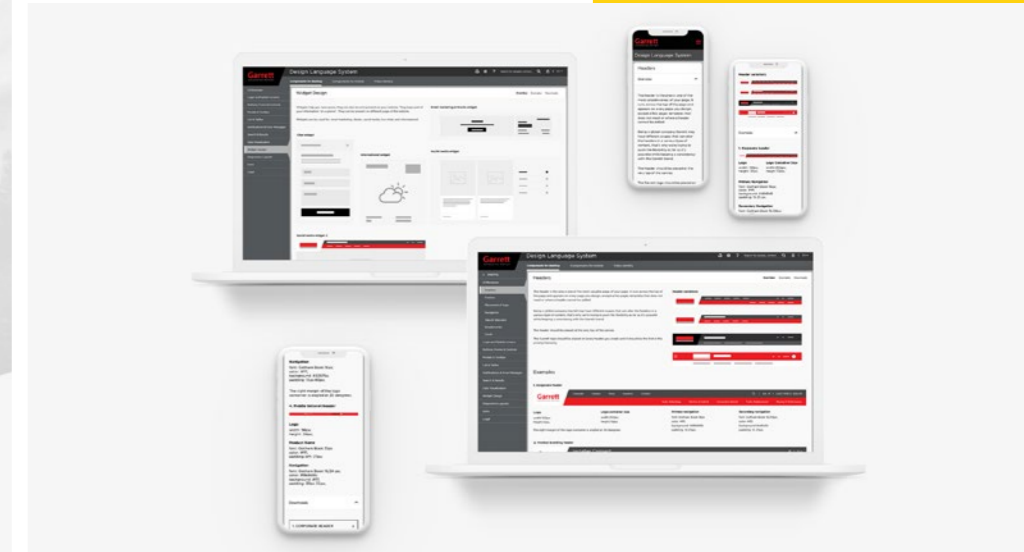
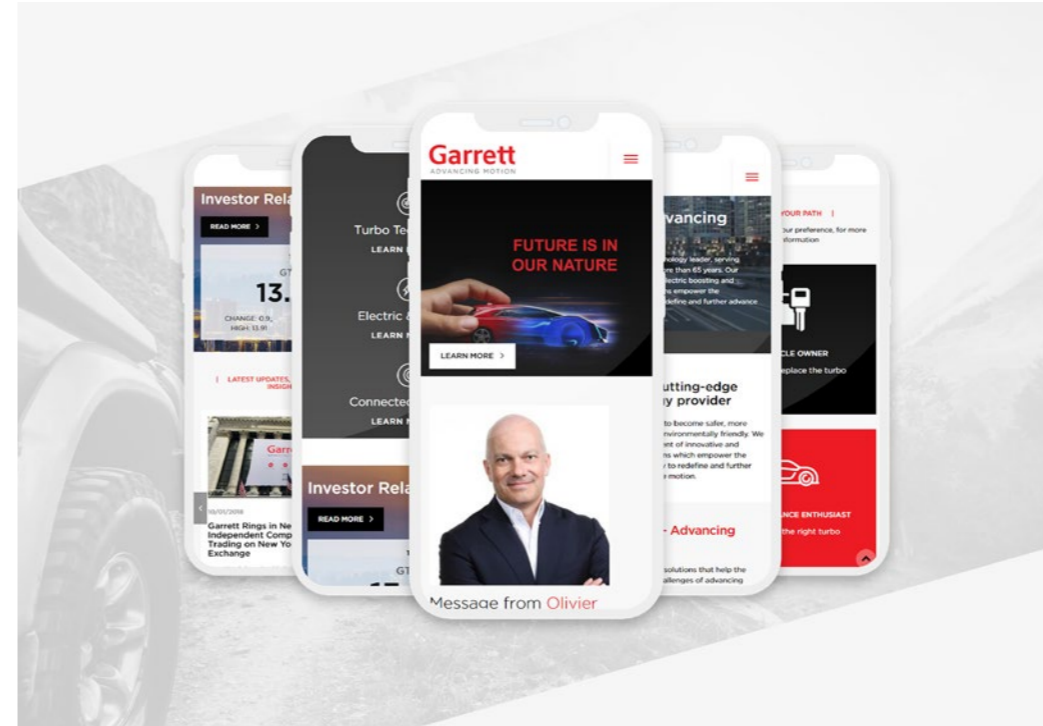
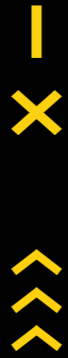
## Everyone is in UX

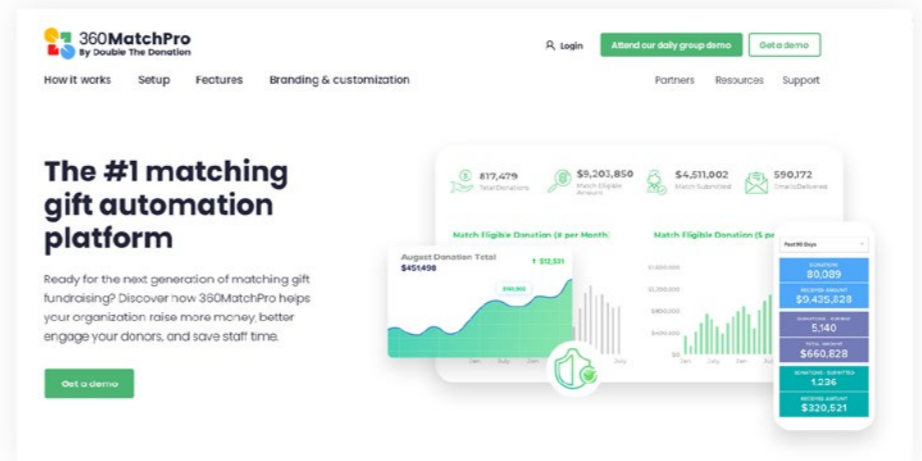
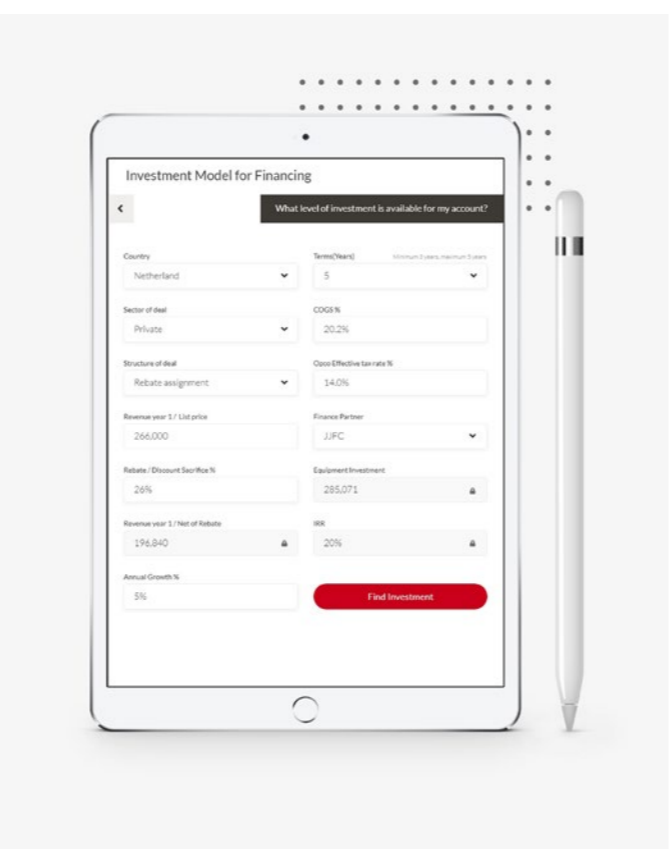
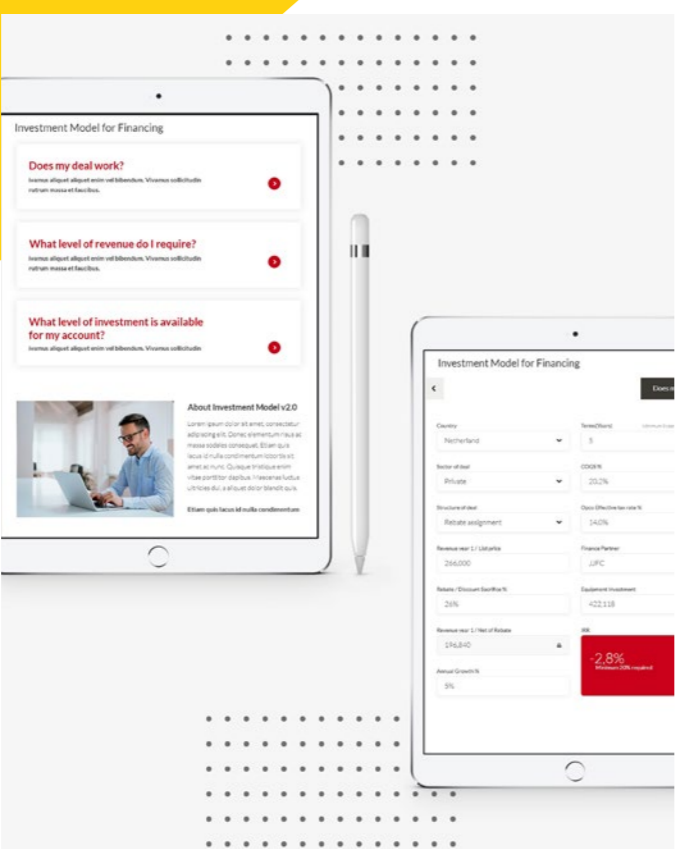
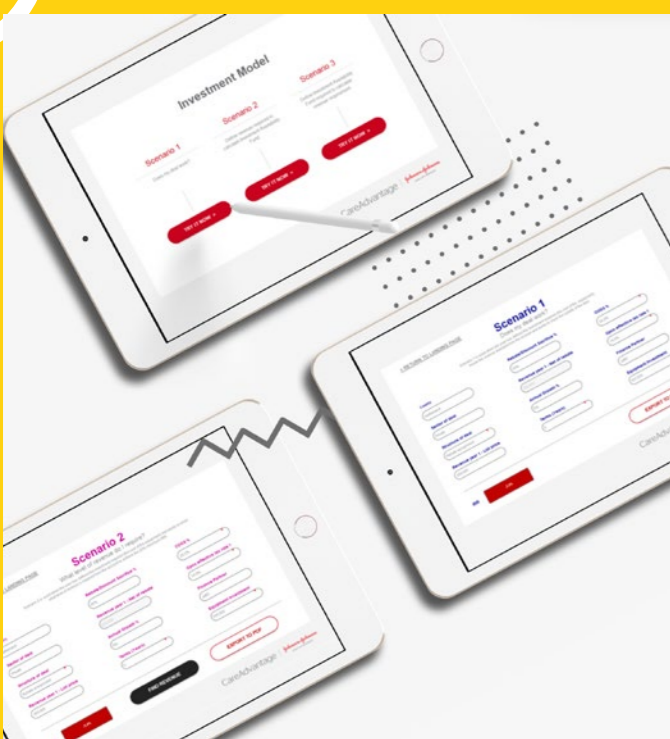
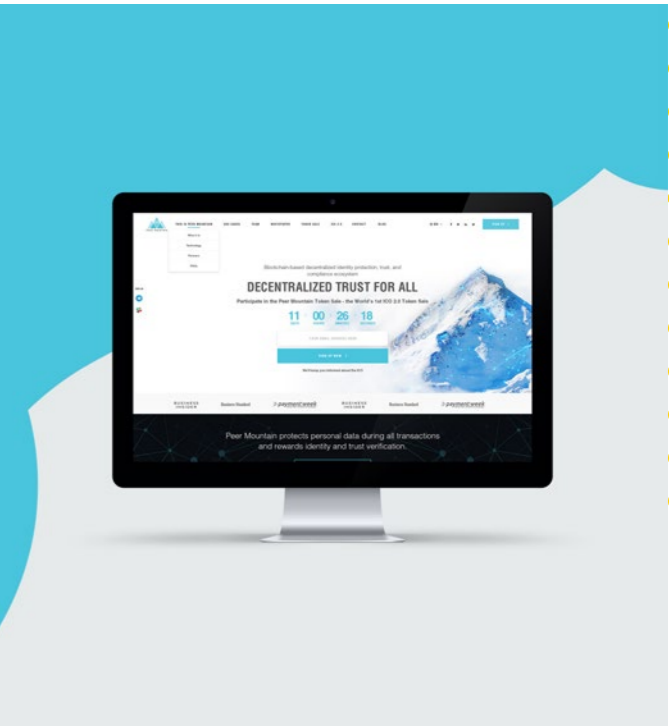
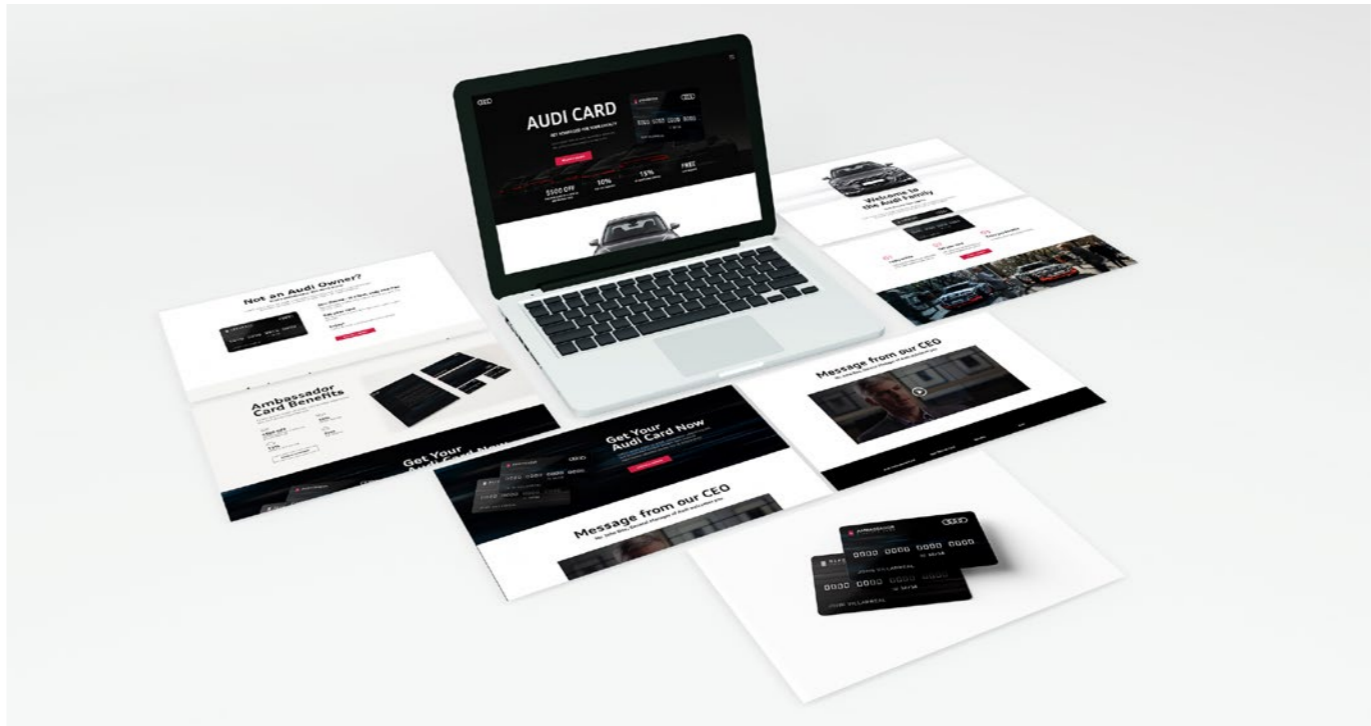
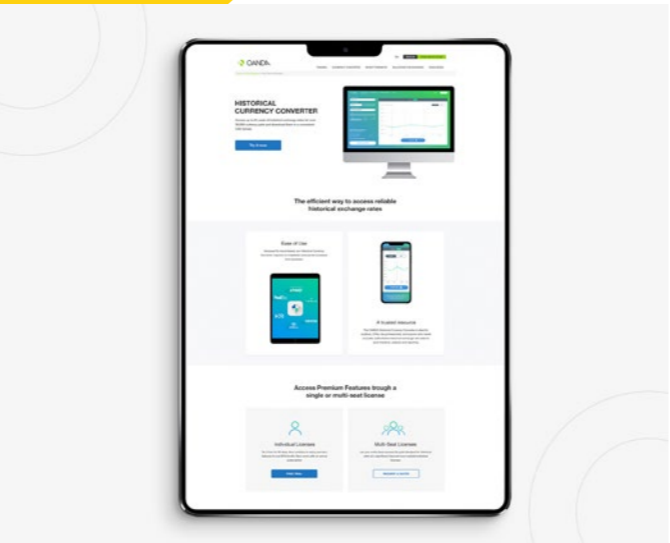
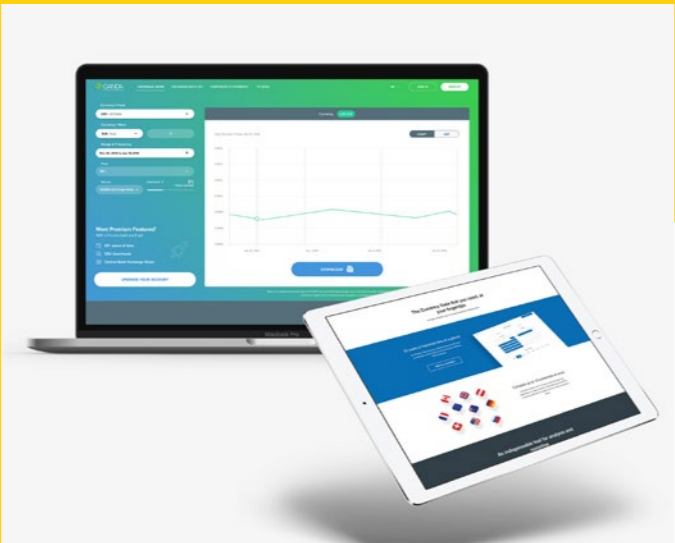
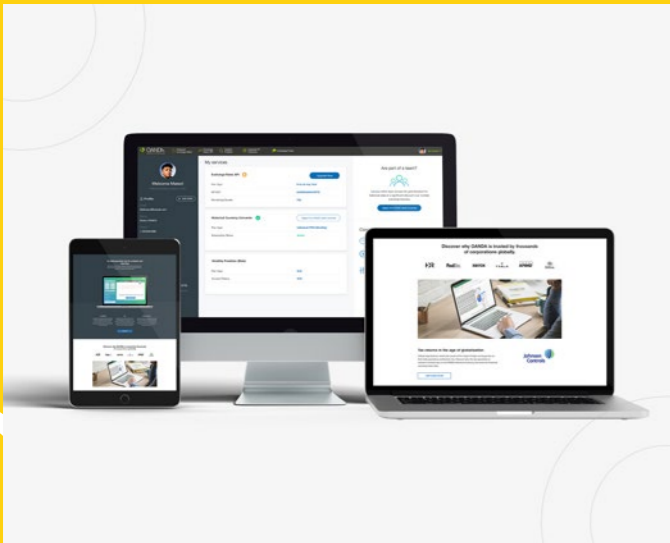
Think of some of your favourite brands online. Imagine what would have happened if any of those companies compromised on their user experiences. It's easy to think of them as giants now, but they had to start somewhere and they started with great experiences. The experiences defined their brands. Branding can inform UX and UX can define branding.

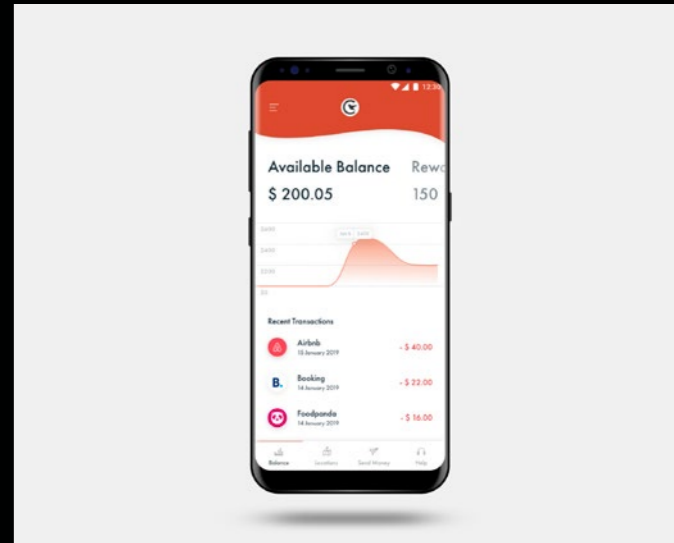
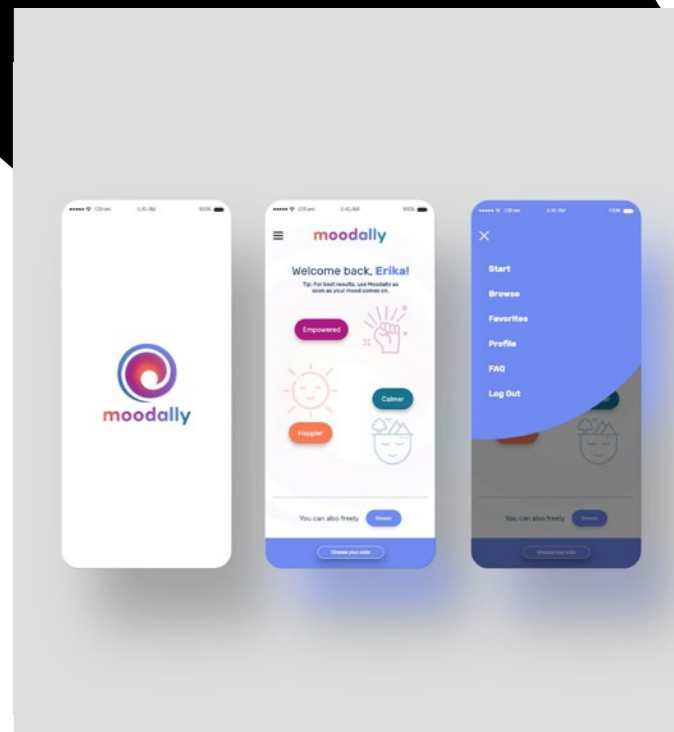
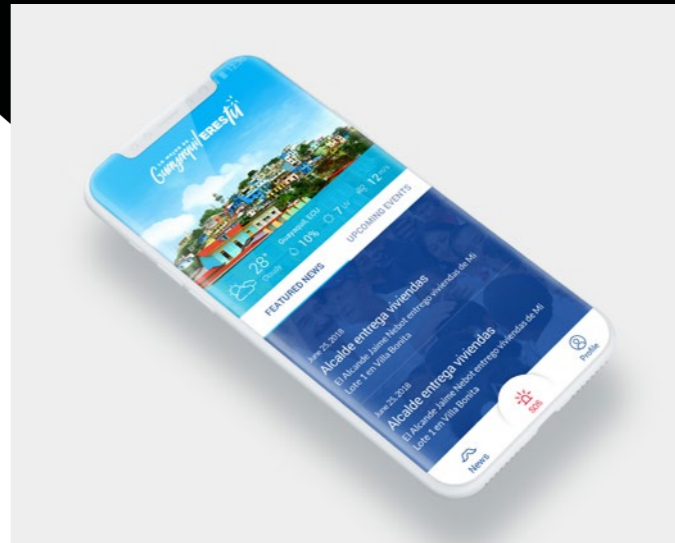
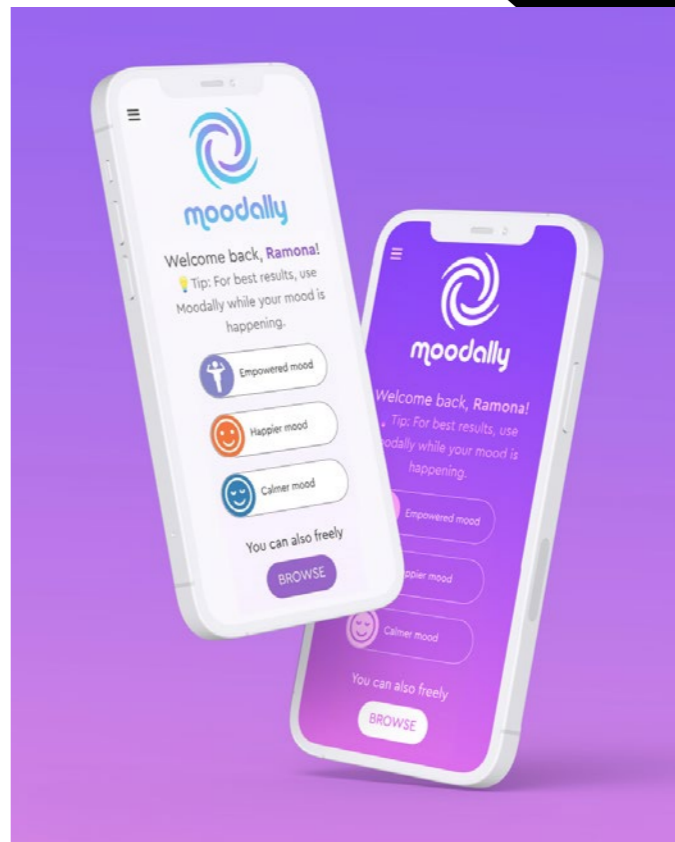
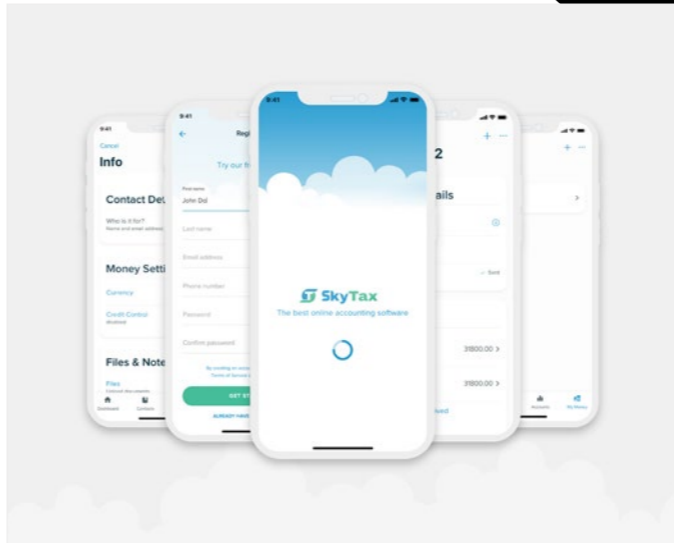
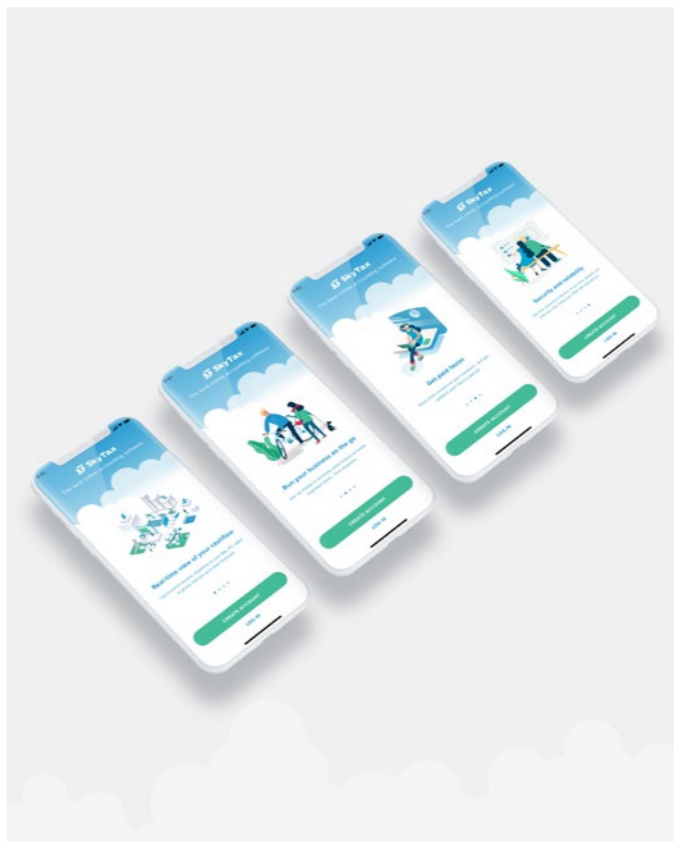
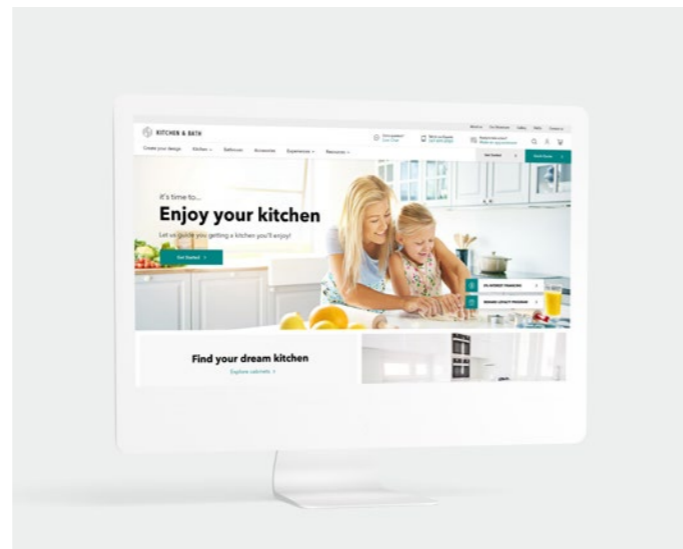
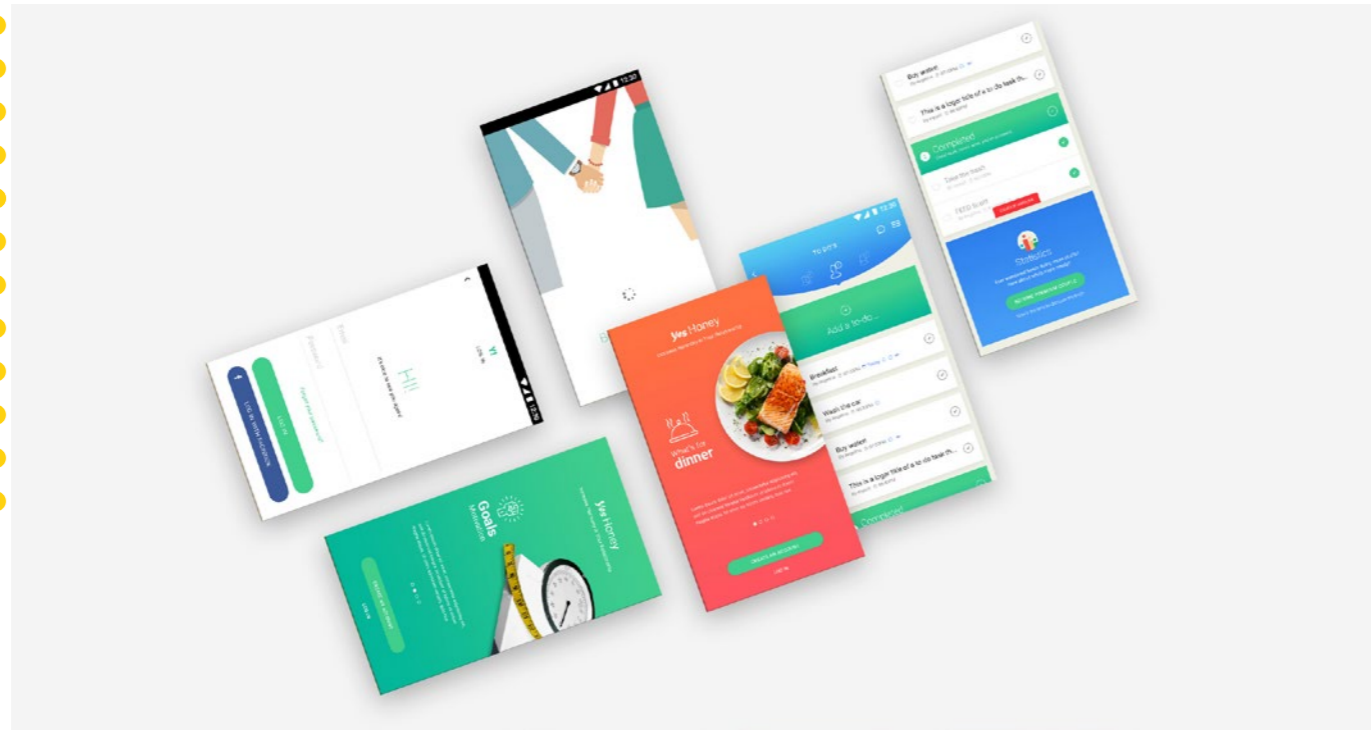
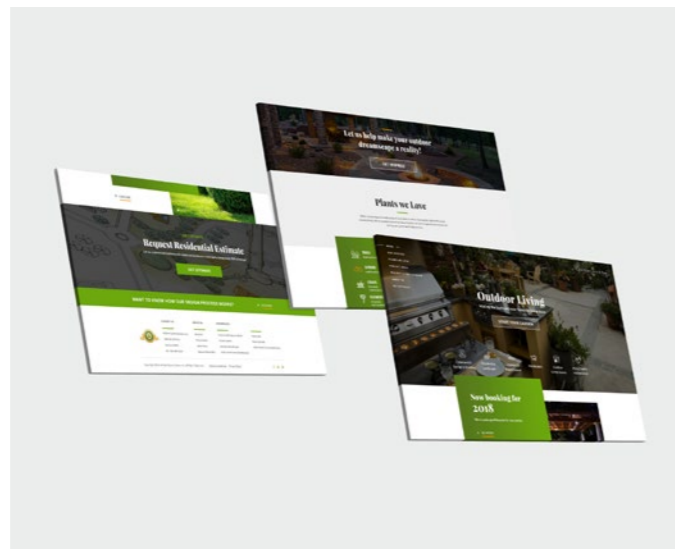
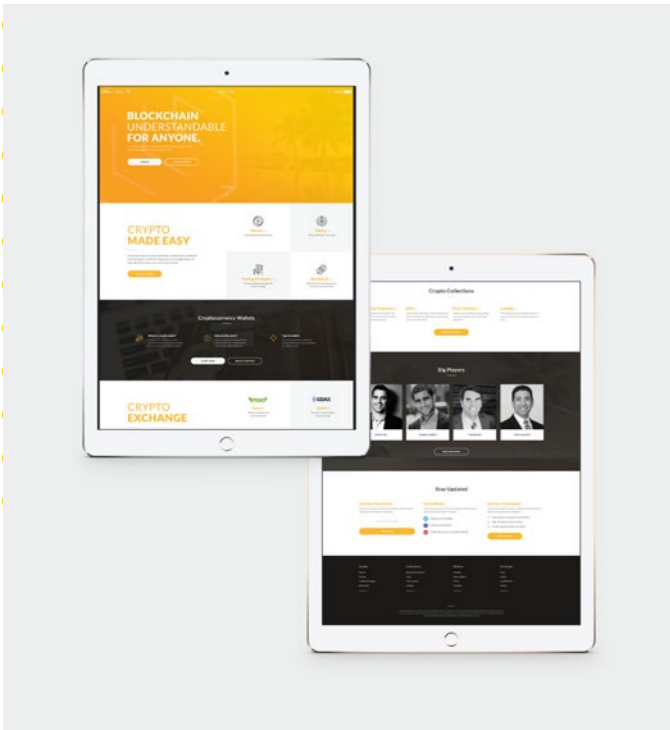
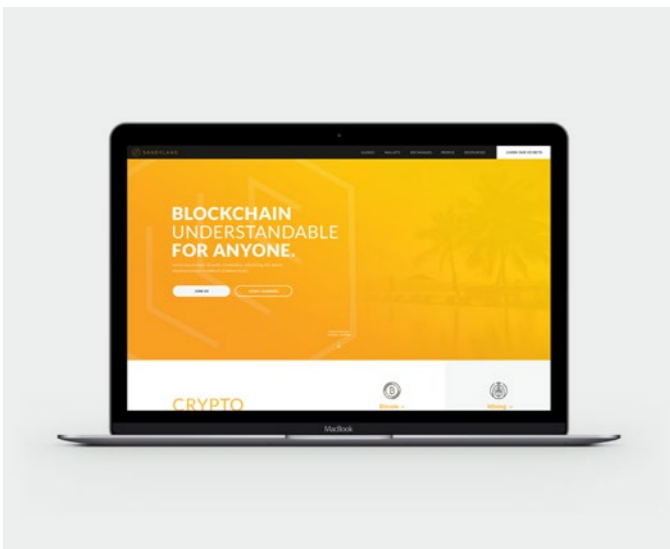


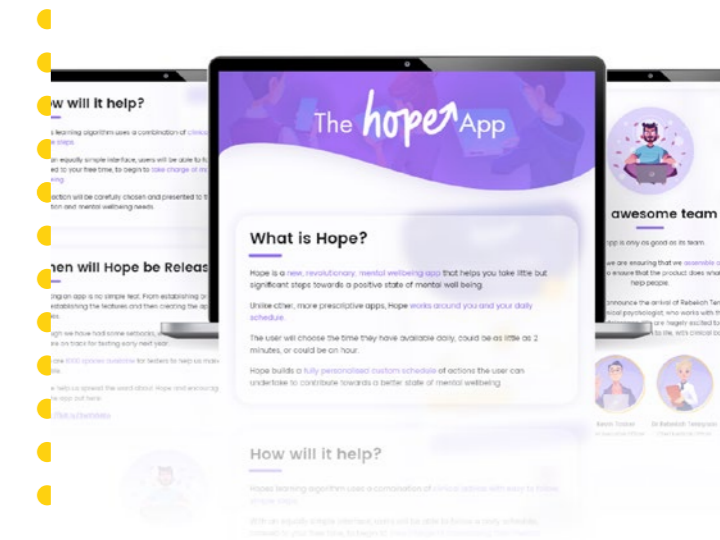
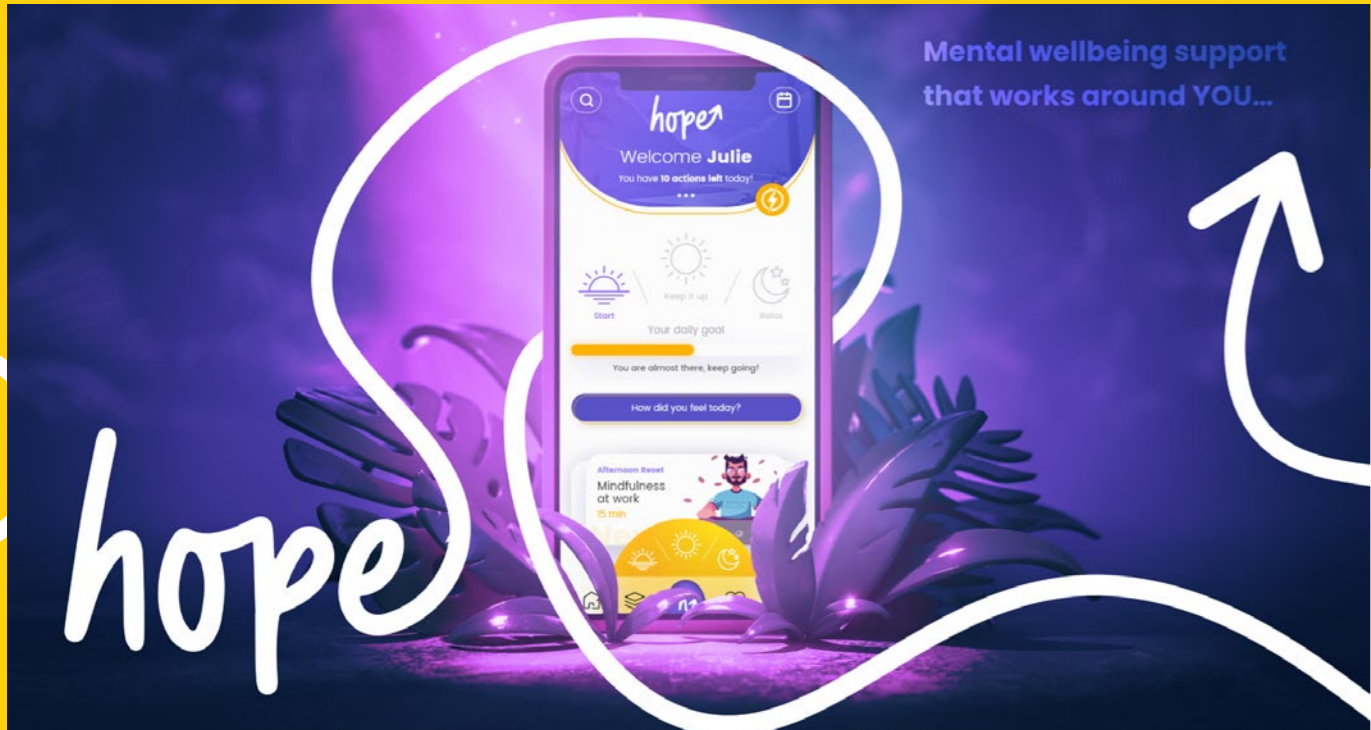
## WHAT I CAN HELP YOU WITH

- wire-framing;
- website design;
- visual design;
- interaction design;
- customer experience modeling;
- information architecture;
- user interface design;







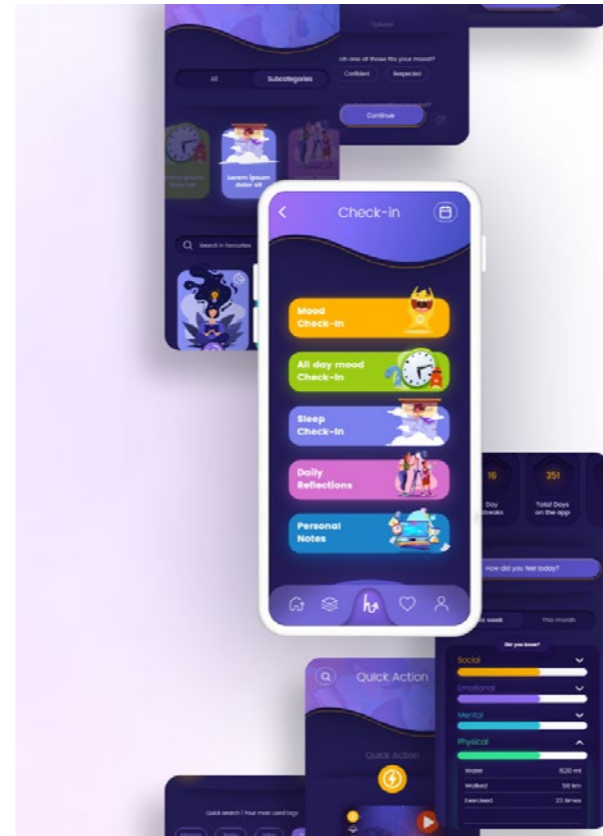
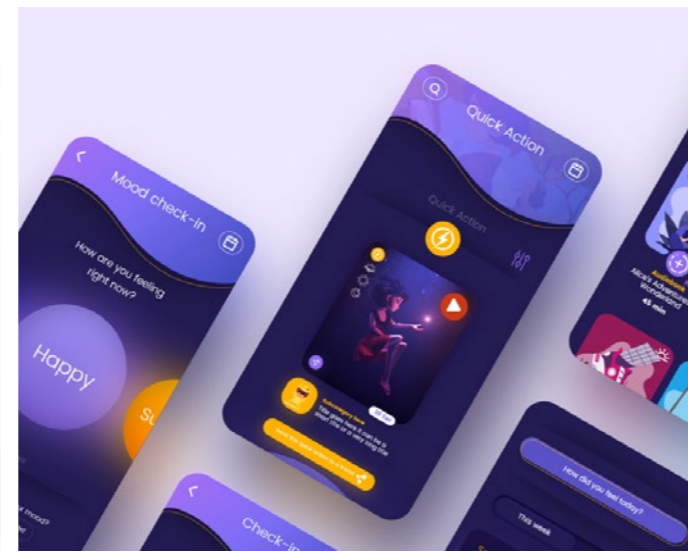


**HOPE APP**

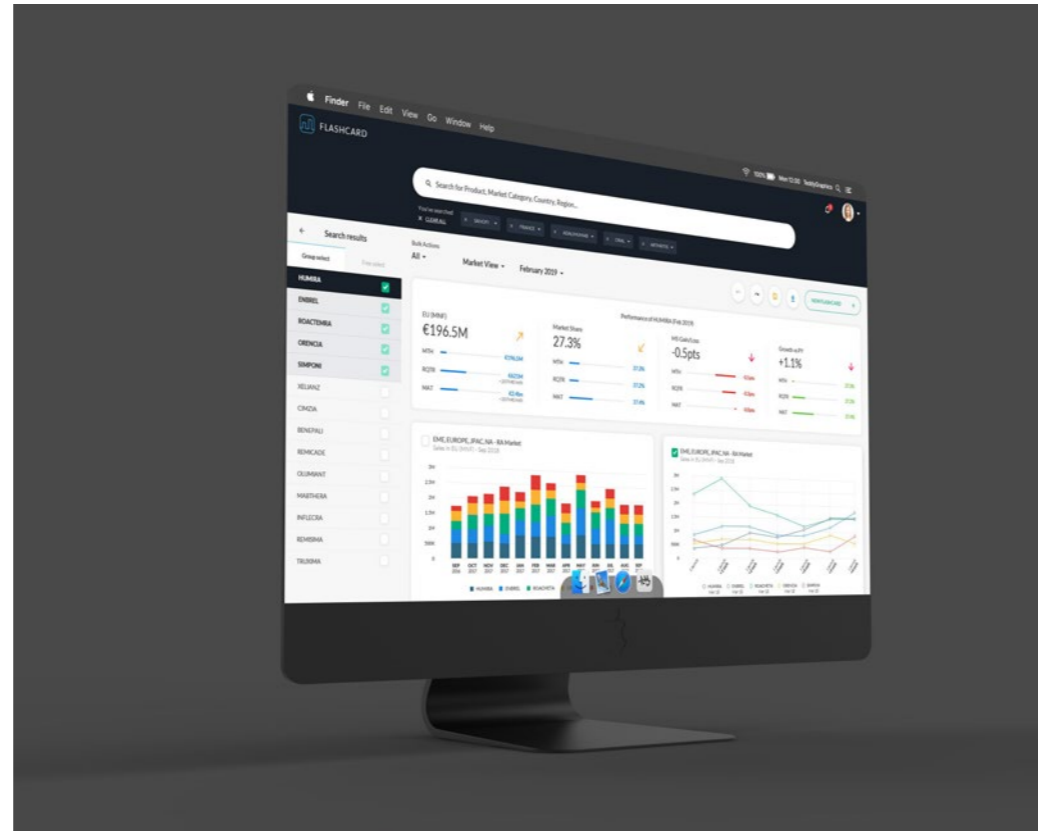
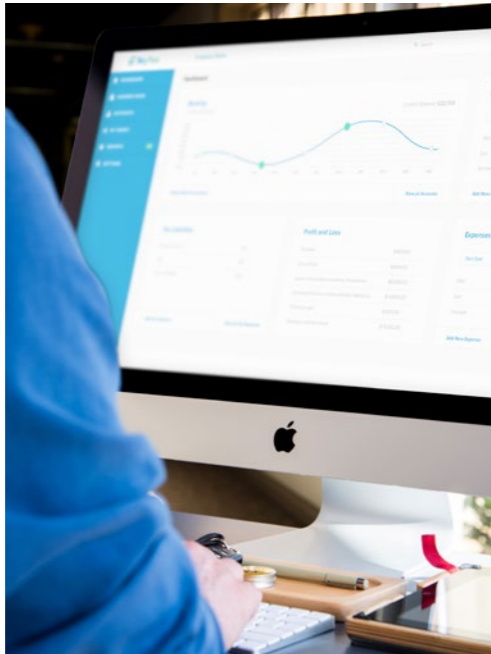
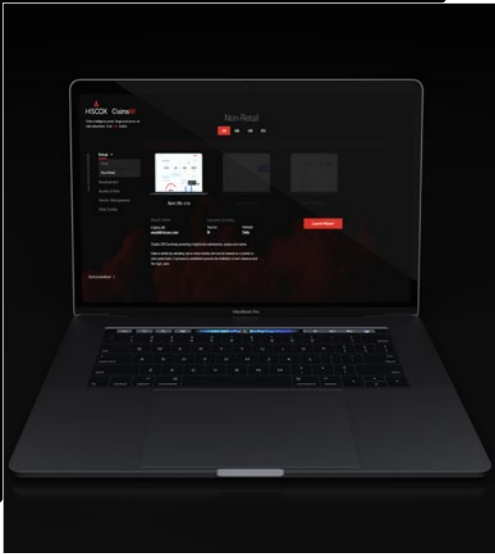
## Your Personalized Self-improvement Journey

No matter how big or small, Hope will ensure everyone utilizes the limited free time they have available to maximize and prioritize their mental wellbeing.

In contrast to other Apps on the market, Hope takes into account various user data points, including the time each user has available daily, algorithmically building a fully personalized, custom schedule of actions that the user can undertake to contribute towards a better state of mental wellbeing.



170+ Screens



# Design

Every successful business needs a unique formula to be recognized by targeted audiences.

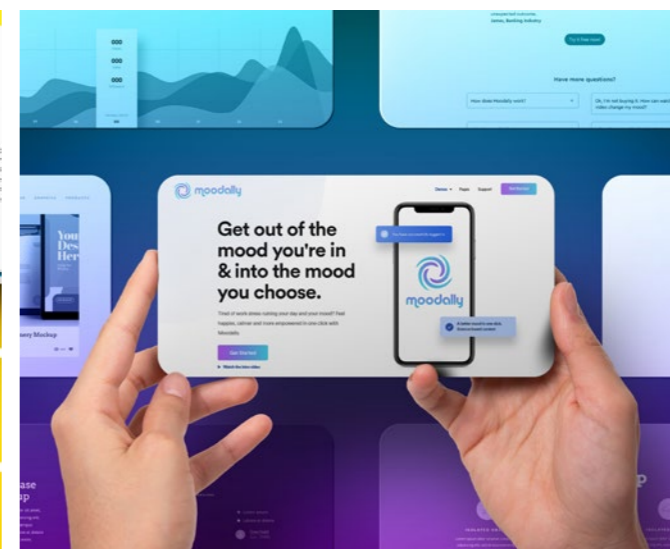
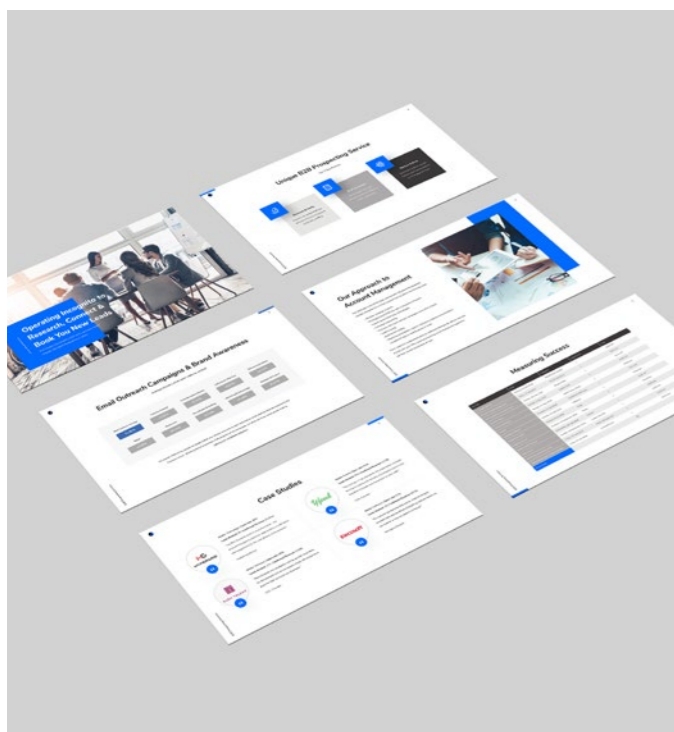
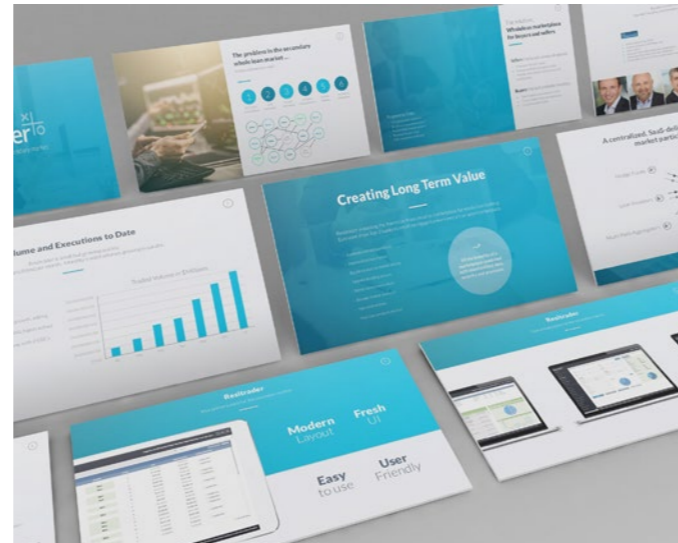
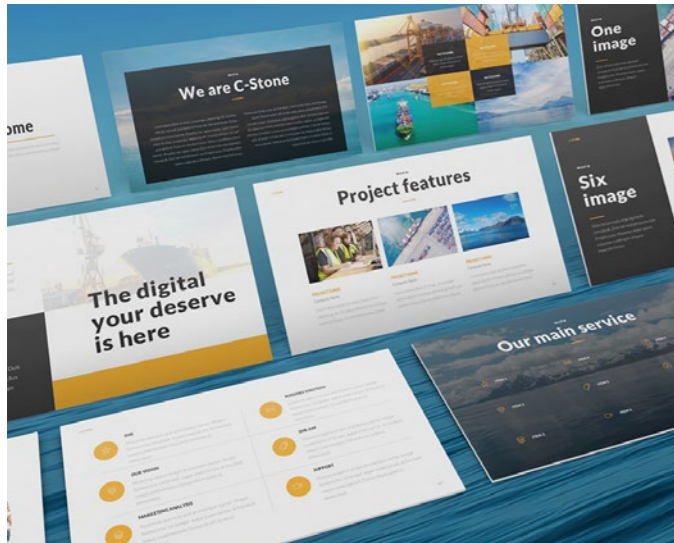
If your site reveals how you look at the first impression in online, brochures and print advertising materials determine your first contact with clients in offline. Both are crucial if you're trying to attract new customers and to rest memorable in the huge market sphere.

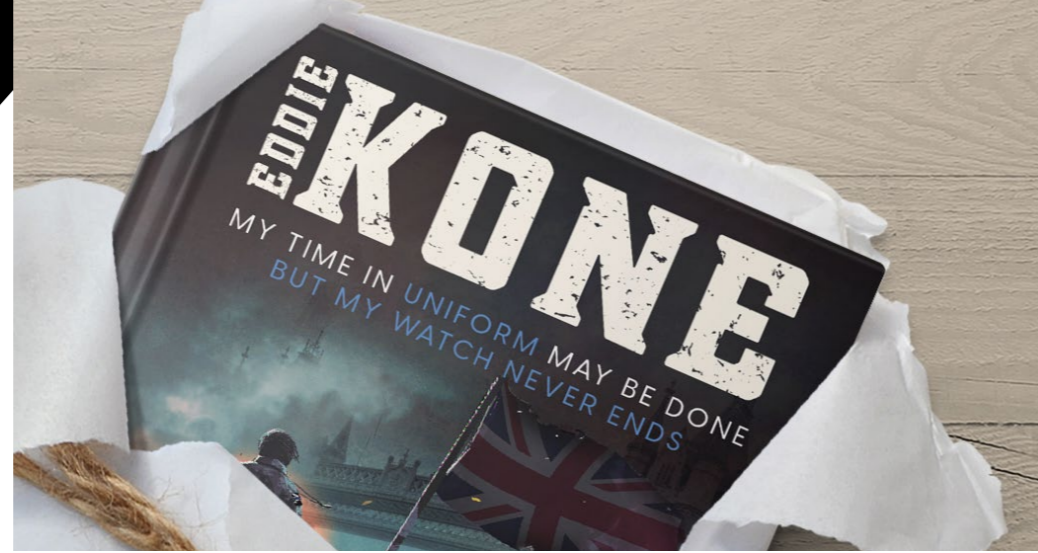
## WHAT I CAN HELP YOU WITH

- brand Identity;
- logo design;
- packaging design.
- flyers, brochures, banners, reports;
- presentations & pitch decks.









## Packaging

Packaging design is a professional field, as it communicates the value and the brand to consumers. Packaging design is also an art form that challenges designers with many creative, innovative, and exciting opportunities.

From logo design to product packing, designers often find themselves balancing creativity and consumer influence during each phase of the design process—a process that can take weeks or months from initial concept to final execution if a company wants to get it right.

### WHAT I CAN HELP YOU WITH

- packaging design graphics;
- diecut/dielines;
- mockups;
- banners;
- advertising packaging





# Digital Marketing

Digital advertising is more than just likes and shares. It's about engaging your clients.

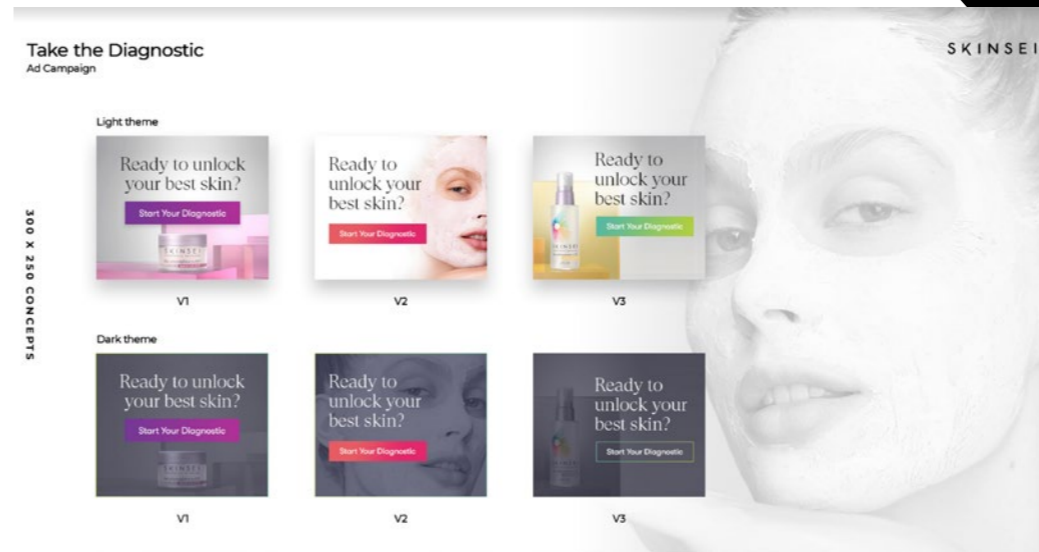
Offering new, unique ways to engage with your customers, digital marketing is the best solution for the companies who want to be closer to their clients. We think that is the most important advantage of new media tools. So... build a strong relationship with your clients and let me help you!

Permanently following your business goals, I am looking to develop the best campaign concepts, a useful segment customization, best key messages, key visuals and posters.



## WHAT I CAN HELP YOU WITH

- campaign concept development;
- segment customization;
- guerilla marketing;
- posters;
- promotions;



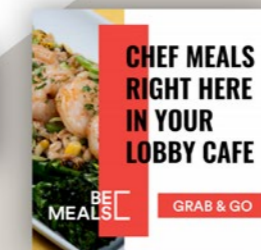
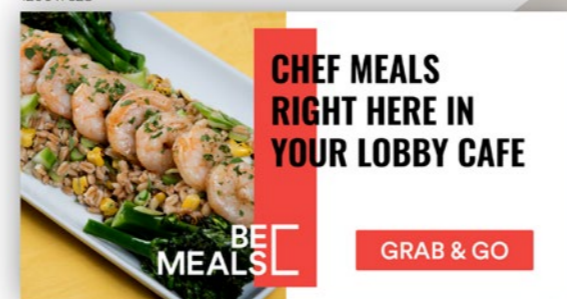
BE MEALS

STATIC BANNER V1

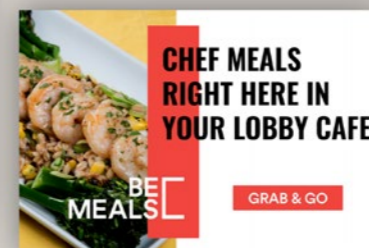
320 x 50



1200 x 628



250 x 250



300 x 250





T E S T

I M O N

I A L S

This is RIDICULOUS, you confused me.  
Now, how could I choose just one?  
They are all so bloody beautiful!

SkyTax, London, UK

This is AWESOME!  
If it was possible to send  
a HUG via this chat client I would!

Designer Appliances, New York, US

“Ramona and her team are absolutely fantastic. We started with a small project and I just kept giving them more work. I had numerous people reach out to me to find out who was doing my new graphics, because they were so good. I highly recommend collaborating with her. She’s highly knowledgeable and has great graphic taste.”

The Industry Emporium, Doha, QA

“Utterly fantastic!

There are times in the process of creating a render that you need an artist and not a technical engineer. There are just some things an artist will “get” especially when speaking in abstract terms. My product is better because of Ramona and her team.”

EventInc, Hamburg, DE

“I was very satisfied with the communication with Ramona, and from the final user-guide that she & her team designed for me. When I came with different requests, they were always there to fulfill them to me, and the turnarounds were fast. I highly recommend them!”

Osnat, Sydney, US

JESUS!  
This is IMPRESSIVE  
I should have meet you years ago!

First Mortgage, Edinburgh, UK



MY

# PRACTICES



## Looking for Synergy

Before starting any creative project, let's test the synergy. Sometimes, you'll need more than a graphic design, a logo, a website or a brochure. You'll probably need someone to feel your business concept and to understand your vision.

Let's make it real.



## Cultivating Creativity

It has a lot to do with communication. So, I start with brainstorming (I have an ideas lab). It also has to do with divergent thinking and breaking stereotypes. Let's find the most original part of your business.



## Being Contagious

If it's about marketing, you need to be contagious. Everyone should talk about the banner you've made, everyone should remember your tagline. I know how to do that. Let's do it. It's time to launch your business to orbit.





# THE CHALLENGE

BE LEGENDARY.



# BECOME

FEARLESS



IT ALL **WITH** BEGINS

AN IDEA

SAY

HI

CONTACTS

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