

About me

# Hi, my name is Ramona

I'm a dedicated creative, specializing in **UI/UX App & Web, Branding and Print Design** working 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 and think we are a match **let's get in touch**.

## Ramona Gheorghe

Born 02 Jan 1992 - 30 years old  
Currently living in **Bucharest, Romania**  
Looking to **relocate in United Kingdom**

## Contact info

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Ramona@CreativeSparrowAgency.co.uk

[Linkedin](#) [Instagram](#) [Website](#) [Personal Page](#)  
[Cover Letter Download](#) [Download Portfolio](#)

## Qualification

### Formal Education

**Master's Degree** | 2015-2020  
Product Design, Designer

**"Ion Mincu" University of Architecture and Urban Planning**  
Field of Study: **Architecture**  
Graduated from: **Faculty of Interior Architecture**  
Programme of study/specialization: **Product Design**  
Years of study: **5 years**

## Languages spoken



## Main Skills & Abilities

**UI/UX Apps & Website Design** **Wire-framing** **Graphic Design**  
**Branding** **Mock-up** **Responsive Design** **Prototype** **Style Guide**  
**High Fidelity Design** **Mobile App Redesign** **iPhone UI Design**  
**Android UI Design** **Interaction Design** **Customer Experience Modeling**  
**Logo Design** **Packaging** **Corporate Identity** **Brand Developing**  
**Posters** **Brochures** **Social Media Marketing** **Photo Manipulation**  
**Publication Design** **Vector Illustration** **Book Design**

## Top Clients 1500+ projects completed



> [See more on my website](#)

15+ years

## Work Experience

**Founder | Chief Creative Officer** | From 2018 - Present  
Creative Sparrow Agency S.R.L. | Romania

Creative Sparrow is managed by myself, with a core team of 10 people and a 70+ strong global talent network, distributed across 30 locations around the globe.

Our services are tailor-made for each project, in order to provide flexible deployments of creativity, talent, and technology anywhere on the planet. It doesn't matter if you are a Fortune 500 company, an emerging brand, or a new startup - we are here to help!

> [See more on Creative Sparrow Website](#)

**Head of Design** | From 2021 - Present  
Hope App | UK

Hope is a new, revolutionary Mental Wellbeing Application that helps you take small but significant steps towards a positive state of 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.

App Design · User Interface Design · User Experience (UX) · Branding & Identity · Website Design · Graphic Design · Marketing Strategy · Design Leadership · Visual Design · Design

> [See case study](#)

**Senior Graphic Designer** | From 2016 - Present  
Lunatix | Romania

I started out 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 designer on all the projects with 90% of all my clients being international companies. Our collaboration continued successfully over the years.

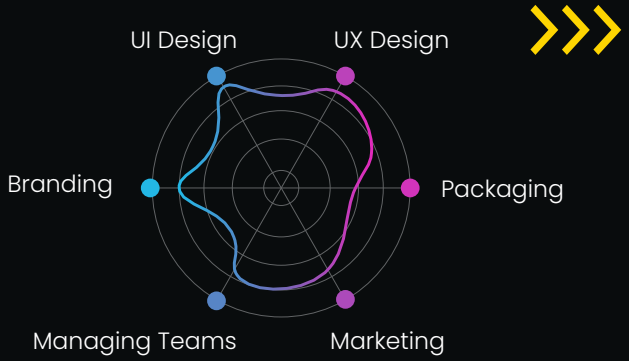
User Interface Design · User Experience (UX) · Branding & Identity · Packaging Design · Marketing Strategy · App Design · Website Design · Graphic Design · Marketing Strategy · Design Leadership · Visual Design · Design

> [See more on LinkedIn](#)



## Main Research Skills

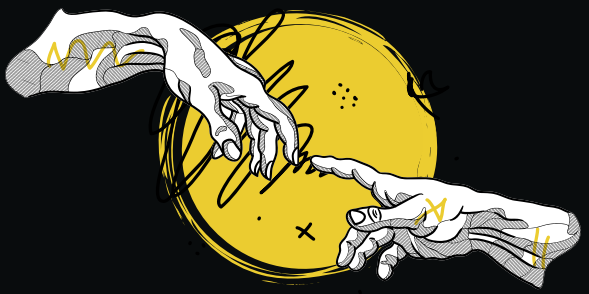
- Usability Testing
- User-Centered Design
- User Interface Design
- User Flows
- Interaction Design
- Information Architecture
- Affinity Mapping
- Heuristic Evaluation
- Competitive Analysis
- Journey Mapping
- Empathy Map
- User Interviews and Surveys
- User Personas
- Accessibility testing
- Analytics Research
- Target Audience
- Aligning Design and Implementation



## Main Prototyping tools



I have worked with many different prototyping tools and frameworks - to avoid listing all of them I've kept it to just my favorites. If you use a different prototyping tool that works well in your established workflow that I'm not familiar with, I would be happy to learn it



## References Available on request

# 15+ years Work Experience continued

### Branding Consultant

| Nov 2019

Unilever | Contract | UK

We understand that everyone's skin is unique and needs bespoke care. The client wanted to connect skincare and wellbeing, without ignoring the impact nutrition, sleep, exercise and environment have on skin. They needed help with marketing materials, packaging, website design and brand identity for the new skincare line Skinseal.

User Interface Design · User Experience (UX) · Branding & Identity · Packaging Design · Website Design · Graphic Design · Marketing Strategy

> [See Case Study](#)

### User Interface Designer

| Nov 2019

Oanda | Contract | UK

The client was aiming to build a new tool that uses innovative digital and financial technology to provide transparent, accurate and reliable access to the world's largest financial market. I was delighted to help with my UX expertise in creating this.

> [See Case Study](#)

### Branding Consultant

| 2019

United Nations | Contract | NY

When coming to us, the client was aiming to rebrand their department while finding a new way to express what they do. After getting the new brand concept approved, we were also delighted to help with the brand guideline, the stationery and brand materials.

> [See Case Study](#)

### Digital Marketing | UI/UX | Branding

| From 2018 - 2020

Designer Appliances | Contract | UK

After creating a new user interface and user experience design, the client began to ask for more design projects and now I am proud to say that we've been developing together a long-lasting partnership. Designing different types of ads, banners and other marketing materials, we were able to better understand their marketing strategy and to make all concepts to follow the same vision.

> [See Case Study](#)

> [See more on LinkedIn](#)

## Main Software Skills



## Free Times Activities And Hobbies

