



# Florentina Surel

Illustrator & Creative designer

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## ABOUT

I graduated the Fine Arts Faculty and went in Erasmus internships in Spain and Denmark.

I like to experiment with any medium I can use. I cannot settle for one style, which is why I believe it is an asset in working with different brands, as I can draw a line between subjectivity and identity.

I enjoy a back-and-forth discussion towards finding the best solution, while I can also count on an entrepreneurial spirit. The crowning objective of my work is to build intriguing messages that treat the reached public as intelligent.

## WORK EXPERIENCE

- Currently  
Freelancer
- 2016 - 2017 (6 mos internship)  
Isobar Magnetix  
Digital Designer
- NOV 2015  
Muralist - Restaurant Xantares in Pontevedra  
- painted a wall in a newly opened restaurant with galician specific.
- 2009 - 2016  
Freelancer  
- during highschool and faculty years I took commisions based of recommendation.

## EDUCATION

- 2013 - 2016  
Universitatea de Arte "George Enescu", Romania  
Graphic arts  
- part of 2 group exhibitions
- 2015 - 2016 (5 mos internship)  
Facultad de Bellas Artes, Spain  
Graphic arts
- 2009 - 2013  
National College "Mihail Kogalniceanu", Romania  
High School, Mathematics & Computer Science  
- had art publications in the school's magazine

## CREATIVE PROCESS



Think  
Concept



Think  
Sketch



Create  
Collaborate



Deliver  
Connect

## TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Workbook

## COMPETENCES

- Creative Design
- Illustration
- Concept drawing
- Photo Retouching
- Photography

## INTERESTS & HOBBIES



Basketball



Collages



Photography



Play the uke

## LAGUAGES

- Romanian - Maternal language
- English - Full professional proficiency
- Spanish - Elementary proficiency