

ROMAN SIMA

Senior Product Designer

About

Senior Product Designer with over 15 years of diverse experience in design, media, and technology. Adept at leading teams in dynamic environments, blending innovative design skills with technical expertise. Proven track record of delivering high-impact projects in fast-paced settings for Fortune 500 companies. Fluent in Romanian and English. Currently exploring machine learning/ artificial intelligence augmentation across relevant topics, skills, and industries. Portfolio available upon request.

Skills

Design and Creative Arts

- Graphic Design
- Motion Graphics
- Photography
- Web Design
- Interaction Design
- Visual Communication
- Creative Direction

Media Production and Editing

- TV News/ Film Production
- Video Editing
- Animation

Marketing and Advertising

- Marketing Analytics
- Product Marketing
- Social Media Marketing
- Email Marketing
- Search Engine Optimization
- Advertising
- Branding & Identity

Technical Skills and Software Proficiency

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere
- Adobe Lightroom
- Figma
- Spline
- Cinema 4D
- Twinmotion
- Intuiface
- BrightSign
- WordPress

romansima.com
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Experience

- 2015 • PRESENT** **Duggal Visual Solutions** • *Senior Product Designer*
New York City
 - Spearheaded the development of interactive media solutions, resulting in increased client engagement.
 - Delivered cutting-edge digital campaigns, enhancing brand visibility and audience reach.
 - Oversaw the design of high-profile marketing materials, contributing to increased customer acquisition.
 - Collaborated with cross-functional teams to ensure cohesive visual branding across multiple platforms.
- 2012 • 2013** **ES Originals** • *Media & Marketing Director*
New York City
 - Directed successful marketing campaigns, leading to a boost in online sales.
 - Implemented innovative social media strategies, increasing brand awareness and follower engagement.
- 2010 • 2012** **YOUBESC** • *Motion Graphics Designer*
Chisinau, Moldova
 - Produced compelling graphics and motion graphics for broadcast, enhancing viewer experience and ratings.
 - Coordinated with production teams to ensure timely delivery of content.
- 2009** **Jurnal TV** • *Motion Graphics Designer*
Chisinau, Moldova
 - Produced compelling graphics and motion graphics for broadcast, enhancing viewer experience and ratings.
 - Coordinated with production teams to ensure timely delivery of content.
- 2008 • 2011** **Academy of Music, Theater and Fine Arts**
Bachelor of Fine Arts (B.F.A.), Dramatic Arts and Artistic Management