

Sebi Ardelean

Designer | Illustrator | Maker

www.ardeleansebi.com

Address | 250 W Division St.
Apartment E
Villa Park, IL 60181

Contact | ardeleansebi@yahoo.com
585-857-5741
www.linkedin.com/in/ardeleansebi

EDUCATION

The State University of New York at Fredonia
Bachelor of Fine Arts
Visual Arts and New Media
Concentration: Graphic Design

PERSONAL STATEMENT

As a designer I enjoy taking on new projects with a creative approach to problem solving. Yes, all designers have their technical skills; clean typography, color theory, software knowledge, and layout design, but the best tools a designer can have are their design process and creative thinking. With these tools I have been able to tackle any project, no matter the discipline. Having never missed a deadline while managing multiple projects in a fast-paced environment, I have realized that experience only comes with hard work.

SKILLS

Computer Skills:

Illustrator
InDesign
Photoshop
After Effects
Sketch
Acrobat
Microsoft Office
WordPress
Learning HTML/CSS
JIRA

Knowledge:

Branding
Identity
Color Theory
Drawing
Illustration
Photography
Packaging Design
Photo Effects
Animation
Print Production

INTERESTS

All Things Print Design
Pen and Ink Illustration
Woodworking
Soccer
True Crime Podcasts
Entrepreneurship

LANGUAGES

English: native/bilingual proficiency
Romanian: native/bilingual proficiency

EXPERIENCE

Graphic Designer: 2019-Present Peapod Digital Labs

- Continuing to manage all previous responsibilities that pertain to Peapod, with an increased importance on a unified omni-channel experience.
- Managing multiple projects across web (Peapod.com) and print collateral (brick and mortar stores) in order to offer customers a true omni-channel experience with a unified presence.

Visual Designer: 2017-2019 Peapod, LLC

- Took on a variety of projects on a weekly basis, working to promote Peapod.com and increase brand awareness. Solutions include weekly web asset management, direct mail collateral, meal kit recipe card design, truck decal design updates, and much more.
- Worked with preferred partner brands to create and manage promotional campaigns on site on a weekly basis.
- Implemented new and streamlined content management solutions within the creative department in order to increase productivity.

Freelance Designer & Illustrator: 2017-Present ardeleansebi.com

- Work with a variety of clients to create custom solutions for brand needs, including brand development and promotion, marketing strategy solutions, event promotions, web presence.
- Design solutions include logo/identity development, various print collateral, presentation deck templates, full website design, custom illustrations, and much more.
- Brands I've worked with: The Buzz Company, Rochester Institute of Technology (RIT), College Autism Spectrum, E.A.A.C, Daniel Roofing Wild America Nature Festival.

Exhibit Design Intern: 2016 Rochester Museum and Science Center

- Worked with exhibit director to develop and execute strategy to promote the new Green Infrastructure Exhibit within the museum.
- Designed and built an illustrated water cycle interactive system in order to educate children on the importance of green infrastructure practices.

