

Andreea Ligia Chelaru

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Work experience

INTERACTION DESIGN

Namahn, eight-week internship, Brussels, Belgium |summer 2004|

- developed an interactive PDA application for bikers
- collaborated with design team in all aspects of the design process: analysis, user observation, personas, scenarios, experience prototypes, conceptual designs, interaction flows and wireframes
- designed and developed initial graphics, and an interactive Flash mock-up for user testing
- responsible for delivering production graphics to the developers
- co-authored the UI specification

Project Bureau, four-week internship, Torino, Italy |summer 2004|

- designed concepts and services for interactive displays
- performed extensive interviewing, user observation and spatial mapping
- designed personas and scenarios of use
- presented analysis results, scenarios and concepts to the client

VISUAL DESIGN

Provincetown Magazine, four-month internship, Provincetown, USA |summer 2003|

- responsible for the visual design of a weekly print magazine
- developed concepts for ads, designed page layouts and covers

In-Business, freelance project, Blagoevgrad, Bulgaria |2003|

- developed concepts and designs for a bilingual magazine
- delivered three graphic design variations that addressed information presentation in two languages

Alen Mak AD, three-month internship, Sofia, Bulgaria |summer 2002|

- developed concepts and executed visual design projects such as posters, brochures, identity design, cardboard supports for cosmetics
- involved in creating the visual identity for a new product line: Bendida

AUBG Photo Lab, workstudy position, American University in Bulgaria (AUBG), Bulgaria |2002-2003|

- assisted junior students with visual design advice and software tutoring

WRITING

Flashnews, AUBG's weekly e-mail newscast, Bulgaria |1999-2003|

- authored and published weekly news articles and features

Baraboo News Republic, four-month internship, Baraboo, WI, USA |summer 2001|

- reporting and interviewing
- authored and published features and daily articles on local news
- published feature with the Associated Press. The topic of the article was international students working in Wisconsin Dells

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Work experience

Vox, independent student newspaper, Blagoevgrad, Bulgaria |2000-2002|

- editor-in-chief, responsible for the content management of the newspaper
- made content decisions, published editorials and edited other writing works
- managed weekly meetings with the staff, delegated assignments

Skills

My graduate degree and my work helped me acquire a strong set of skills:

- strong interviewing skills , user research, user observation and analysis
- creative in brainstorming, concept generation and iterations
- visual skills for representing and communicating concepts
- strong presentation and communication skills
- prototyping skills using various methods, from paper to interactive Flash mock-ups
- strong computer background: Mac OS, Windows, Adobe Photoshop, InDesign, Illustrator, Premiere, Macromedia Dreamweaver, Flash, Fireworks, Processing (basic), ActionScript, HTML
- Languages: Romanian (native), English (excellent), French (excellent), Italian (speaking and comprehension)

Education

Master of Arts in Interaction Design, Interaction Design Institute Ivrea, Italy |2003 - 2005|

Bachelor of Arts in Journalism and Political Science, American University in Bulgaria, Bulgaria |1999 - 2003|. Magna Cum Laude. GPA: 3.77/4

Exhibitions

Exit and Salone del Mobile Externi (San Siro Stadium), exhibited a photo-sharing application, Milan, Italy |April 2005| and Torino, Italy |June2005|

Strangely Familiar, exhibited a remote presence prototype, Torino, Italy |January 2005|

Salone del Mobile, and “*This is Today*,” exhibited an interactive sound installation, Milan, Italy |April 2004| and Torino, Italy |January 2004|

AUBG Graphic Design exhibitions “Making the Message Visible” and “To See is to Perceive,” Blagoevgrad, Bulgaria |May 2002, 20003|

Honors

Graduate Full Scholarship, Interaction Design Institute Ivrea, Italy |2003 - 2005|

Academic Merit Scholarships

- USAID full scholarship |2002-2003|
- Richard Wolfe Scholarship, Open Society Grant |2001|
- Schaenen scholarship |2000|
- President’s and Dean’s List |2000, 2001, 2002, 2003|
- GPA Scholarship |2000, 2001, 2002, 2003|

Best Speaker, MUN Model, Bosnia |2002|

Tuition Scholarship, American University in Bulgaria, Bulgaria |1999 - 2003|