

CONTACT

cristinajucan.gd@gmail.com
662.341.1856

EDUCATION

BFA Graphic Design

Mississippi State University
May 2011

BA Spanish | Minor in French

Mississippi State University
May 2011

CAAD Study Abroad Program

Mississippi State University
Completed six hours of course credit in Poster Design, and Landscape Drawing.
Summer 2008 | Vicenza, Italy

FL Study Abroad Program

Mississippi State University
Completed twelve hours of course credit in Spanish Grammar, Conversation, and Culture and received a B2 level Spanish Language Proficiency Certificate.
Summer 2009 | Alcalá de Henares, Spain

SKILLS & SOFTWARE

Graphic Design
Art Direction
Strategy
Brand Development
Logo Design
UX/UI Design
Illustration
Storyboarding
Infographic Design
Print Design
Packaging Design
Publication Design
Copywriting

Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD)
Figma, HubSpot
Keynote, Powerpoint, Canva
Squarespace, Wordpress,
HTML/CSS (basic)

LANGUAGES

Romanian (native), English (fluent)
Spanish (advanced), French (intermediate), Italian (intermediate)

AWARDS

ADDYS 2014-2022 *Gold (27), Silver(18)*
MARCOM Awards 2015-2016 *Gold (3)*
Hermes Creative Awards 2015 *Gold (3)*
Davey Awards 2014-2015 *Gold (3)*

WORK EXPERIENCE

Sullivan Branding

Memphis, TN
January 2020 - Present

Associate Creative Director

Work closely with the CD and cross-departmental teams to develop exceptional and strategically aligned concepts and campaigns for a diverse range of national and global clients from various industries, including Manufacturing, Industrial, Financial, and Public Health.

KEY RESPONSABILITIES:

- Concepting, developing and overseeing the design and execution of a variety of creative projects, including web design, campaigns, print, storyboards, video strategy, and production
- Coordinating with other departments for a cohesive approach to client projects, and managed multiple projects simultaneously, prioritizing tasks based on deadlines and project importance.
- Coordinating with the production team to ensure smooth execution of creative concepts, delivering projects on time and within budget.
- Presenting creative concepts to clients, effectively communicating the rationale behind design decisions.
- Staying updated with the latest design and advertising trends, incorporating them into our creative strategies.

Select clients: Williams Sonoma, Evergreen Packaging, Linde, ABB, Addicus, Currence, Tn Department of Health, Living Style Furniture

Sullivan Branding

Memphis, TN
June 2017 - January 2020

Senior Art Director

Collaborated with the Associate Creative Director, account management, copywriting, interactive, and production teams to develop comprehensive brand identity systems. Managed the entire design process, from initial concept to client presentation, production, and implementation. Ensured consistent brand messaging across various collateral and media. Worked with a diverse client base from industries such as Education, Tourism, Entertainment, and Non-profit.

Select clients: Citizen Math, Desoto County Tourism, Mempho Music Festival, Live at the Garden Festival, Memphis Botanic Garden, Memphis Zoo, Coaching for Literacy, National Foundation for Transplants, Community Foundation of Greater Memphis

Inferno

Memphis, TN
December 2011 - June 2017

Graphic Designer

Supported the creative team in designing and developing a variety of client materials, including branding, digital and print advertising campaigns, web design, video storyboarding, collateral, promotional materials, and other marketing pieces across multiple platforms. Collaborated closely with account and creative teams to create original artwork that adhered to brand standards, serving clients from diverse industries such as Healthcare, Logistics, Retail, Non-profit, and Fashion.

Select clients: FedEx, NuVasive, United Way, Family Exchange Club, Memphis Fashion Week, Eclectic Eye

Freelance

December 2011 - Present

Select Clients: Green Girl Produce, MA RA MU band, deCastro Agency, LowFi Coffee, MARAMI Clothing

HONORS & ACTIVITIES

AAF Memphis Member 2012 - Present | AIGA Member 2008 - 2019

HOW Design, Top 10 Websites for Designers 2011

Sigma Delta Pi National Spanish Honor Society 2010

Mississippi State Volleyball Full Scholarship 2005 - 2009

Hive Collective Pop-Up Makers Market - Contributed craft merchandise to a pop-up market initiated by The Hive Collective, a consortium of Memphis based designers. 2018

Paint Memphis - Participated as a guest muralist to a paint festival designed to highlight overlooked communities in Memphis, TN and to encourage communal growth. 2015 & 2016

MEMFix: Edge - Participated as a guest artist, jewelry maker at a one-day, community-driven event, which strives to temporarily activate streets in the Edge District, Memphis, TN, creating vibrancy and demonstrating new possibilities for our communities. 2013

Published in "Visual Image Design: Restaurants & Hotels" by Artpower International Publishing Co., Ltd. 2012