



# LAURA CATANA

ADVERTISING / INTERIOR ARCHITECTURE / DESIGN ☎ 0740471467

## ◦ DETAILS ◦

0740471467

[laura.ioana.catana@gmail.com](mailto:laura.ioana.catana@gmail.com)

## ◦ LINKS ◦

[Personal website](#)

[Renderings sample portfolio](#)

## ◦ SKILLS ◦

Adobe Photoshop

Adobe Illustrator

Autodesk 3ds Max

AutoCAD

Microsoft Office

Communication

Creativity

Teamwork

Critical thinking and problem solving

Customer Service

Ability to Work Under Pressure

Adaptability

Effective Time Management

Multitasking Skills

## ◦ HOBBIES ◦

\* 3d printing

\* Photography

\* Drawing

## ◦ LANGUAGES ◦

Romanian

English

French

## ➊ PROFILE

I'm a creative professional with proven experience in advertising, exhibition and furniture design, interior architecture and graphics. I am able to understand customer requirements, client briefs while also follow branding book requirements and persuade clients to choose the best suited option for their needs.

Having over 6 years work experience, developing teamwork and communication skills, as well as being adaptable and learning fast are very important aspects for me.

To view my portfolio, please access the links on the left side of this page.

## ➋ EMPLOYMENT HISTORY

### Compliance & Certification testing at EA Games, Bucharest

May 2020 — Present

- Collaborating with the team to deliver best results as fast as possible (especially important considering that work was remote only)
- Identifying elements of the program that are not compliant and submitting issues on a platform, along with documentation and a detailed description written in English
- Coordinating along with the team lead a small team of testers and constantly adapting the testing needs to the incoming requests
- Effectively communicating between the external development team and the local testing team regarding compliant design

### Furniture designer at Marcoshop, Bucharest

November 2019 — May 2020

- Identifying client needs and advising for best furniture solution according to their budget
- Advising clients to obtain the best color combination and best use of the available space
- Working closely with the technical department to ensure project completion as per client requirements
- Keeping customers updated regarding the status of their order, as well as sending them special personalized offers, or sale offers
- Offering support in communication between the Technical Department and the client
- Offering support to the clients in case of damaged goods during delivery, project errors due to faulty measurement or other complaints

### Interior Architect/ Designer at Kamrad advertising, Bucharest

May 2018 — November 2019

- Exhibition stand design following client brief and branding requirements
- Furniture design and technical drawings for production; aiding the communication between project managers and the company implementing the project
- 3d visualizations, to confirm final design with client
- Graphics proposals (eg.:banners, walls, hanging signs), aiding the management team communicate with the company implementing the design work regarding technical aspects

- Aiding project managers with technical details and project presentation

- **Interior Architect (collaboration) at MOA Design, Bucharest**

August 2017 — April 2018

- Designing according to client briefs and branding books
- 3d rendering for final approval of the project
- Identifying the best option for the purpose of the space, and using materials and designs accordingly
- Highlighting certain products using glorifiers or product stands, and making them stand out, or creating a customer route so that certain products will be more visible
- Keeping in touch with the construction team and explaining technical aspects necessary to the overall project

- **Sales consultant at Gudart, Bucharest**

October 2016 — March 2017

- Helping clients choose the best furnishings for their budget and needs
- Managing the website and updating with new products
- Sending personalized price offers or sales offers to potential clients and following up on those offers
- Managing the import and orders to external partners, or requesting information regarding available stocks, as needed, and providing information about deliveries back to the clients

- **Furniture designer at Noblisime, Bucharest**

March 2016 — May 2016

- Field work: taking measurements, talking to clients regarding furniture materials, accessories and appliances and advising them
- Consulting clients and providing price quotations for their desired products, as well as walking them through the available options, presented in the showroom
- Preparation of technical drawings for the Production Department and managing the communication between them and the client

- **QA Tester at EA Games , Bucharest**

July 2014 — May 2015

- Identifying software bugs and submitting them to a platform, in English, along with documentation
- Assisting the team with requests that needed coordination between testers
- Training of new hires and answering their questions regarding the job and platforms used

## 🎓 EDUCATION

- **Master, University of Architecture and Urbanism "Ion Mincu", Bucharest**

2011 — 2017