



DANIEL MOVILEANU
Digital Strategy & Project Lead

BRANDS I'VE WORKED WITH



PORTFOLIO

daniel.movileanu.cubrain.ro

AWARDS

- Second place in Romania's Best Innovating CSR Project**
First place awarded to Samsung
- Second place in Jovoto Competition (LOQI)**
International contest with 350+ designers
- Cannes Lions Nominee**
Team project

CONTACT

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MANAGEMENT
& STRATEGY

Project Coordination
Team Management
Stakeholder Communication
Development Coordination
Budget Optimization
Process Structuring
Technical Briefing
SEO & Digital Strategy

DESIGN
SKILLS

User Interface
Web Design - CSS/HTML
User Experience
After Effects animation
Branding
Graphic Design
Illustrator

SOFTWARE
SKILLS

DESIGN
All Adobe Suite
AI Tools

PROTOTYPE
Figma / Others

DEVELOPMENT
CSS/HTML/Wordpress

EDUCATION

National University of Arts
Bucharest
2006 - 2009

Bachelor's Degree
2009

Master's Degree
2011

EXPERIENCE

2023-2026 Brand & Digital Strategy

2022-2023 Heimdal Head of Design
Selected as Head of Design after winning a competitive worldwide hiring process

2017-2022 SmartBill Head of Design

2011-2017 Cubrain Head of Design

2009-2013 OMW Petrom Contractor

2008-2009 12 Volts In-house Designer

2007-2008 Create Direct Marketing Agency

DESIGN COMMUNITY INVOLVEMENT

donezdesign.ro

Innovation Award.
Romanian SME Excellence Awards.

MANAGEMENT IMPACT

12

PROJECTS
COORDINATED

25+

PARTNERS &
COLLABORATORS

100K+

DONATIONS
GENERATED

WHAT DO YOU GET BY HIRING ME

EXPERIENCE

Built and coordinated digital projects for startups and enterprise-level brands.

EXECUTION

Connecting branding, business, UX and development into one clear execution flow.

MANAGEMENT

Coordinating teams, simplifying workflows and reducing unnecessary implementation costs.

DECISION MAKING

Strategic decisions based on real hands-on experience across design, development and digital execution.