

Brand & Digital Designer with over seven years of experience creating brand identities, ecommerce websites and marketing campaigns for retail, lifestyle and consumer brands. Experienced in leading projects from strategy and concept through to final execution, combining branding, UX design, web design and digital marketing to deliver commercially effective creative. Comfortable working independently with founders and stakeholders or collaborating within in-house teams to build brands that are both visually compelling and commercially successful. Check out my work at istrateandreea.com.



Work & Experience

Freelance Graphic & Web Designer

June 2024 – Present

Working independently across branding, web design, digital assets and copy-led website builds for ecommerce and lifestyle brands. Projects including full visual identity development, website structure, content direction, social assets, and client collaboration from concept to launch.

Roomes – Brand Designer (Freelance)

June 2026 – Present

Led the development of a condensed brand guideline document that redefined how the Roomes brand is presented across digital channels.

- Created a new condensed brand guideline to establish a clearer, more premium visual direction across web & social.
- Shifted the online brand positioning from a promotion-led furniture retailer to a curated interior destination focused on interiors inspiration and lifestyle.
- Defined typography, imagery, colour usage, tone of voice and digital asset principles to improve brand consistency.
- Worked closely with stakeholders to translate commercial objectives into a cohesive visual identity.
- Produced reusable templates and creative direction to support future marketing campaigns.

The Escape Edit – Brand & Digital Designer (Freelance)

November 2025 – January 2026

Led the creative development of a lifestyle and travel brand from concept to launch, collaborating closely with the founder to translate an established vision into a cohesive and engaging digital brand experience.

- Designed the visual identity, creating a distinctive brand that reflected the client's vision and target audience.

Core Skills

Brand Strategy
Art Direction
Visual Identity
Ecommerce Design
Shopify
Squarespace
UX/UI
Figma
Adobe Creative Suite
Email Design
Social Campaigns
Print Design
Copy Direction
Creative Production

Languages

English	Fluent
Romanian	Native

Education

UX/UI Course – 2019

Online 8 weeks Bootcamp – Brainstation

Bachelor in Graphic Arts – 2015

National University of Arts, Bucharest

Graphic & Web Designer

Andreea Istrate

- Designed and built the Squarespace website, overseeing user experience, page layouts, navigation and responsive design from concept through to launch.
- Worked collaboratively with the client throughout the project, refining the creative direction through regular feedback to achieve the desired look and feel.
- Produced branded social media content and digital assets to establish a consistent presence across online channels.
- Created email marketing templates in Flodesk, ensuring consistency across every customer touchpoint.
- Applied SEO best practices, content structure and conversion-focused design principles to improve usability and strengthen the overall user journey.
- Delivered a complete end-to-end brand experience, combining branding, web design and digital marketing into a cohesive customer-facing identity.

Spinocchia Freund – Contract Graphic Designer September 2025 – November 2025

- Supported the luxury interiors brand with design work across digital and/or print assets, maintaining brand consistency and contributing to visual execution during a short-term freelance placement.
- Worked within established brand guidelines while maintaining a high level of visual polish and attention to detail.

Midweight Graphic Designer – Popsa – Full Time

June 2022 – June 2024

- Designed and delivered high-performing CRM campaigns across 12 international markets, from initial concept through to final production.
- Developed engaging email creative that contributed to a 20% YoY increase in click-through rate.
- Worked closely with CRM and copywriters to translate commercial objectives into compelling, on-brand creative.
- Managed multiple campaigns simultaneously within a fast-paced ecommerce environment, balancing brand consistency with performance.
- Used campaign insights and performance data to iterate and optimise creative, improving engagement across customer touchpoints.
- Adapted creative concepts across multiple markets, formats and seasonal campaigns while maintaining a consistent brand identity.
- Contributed to the ongoing evolution of Popsa's digital visual language through concept development, typography, imagery and layout.

Graphic Designer – Furniture Village – Full Time

June 2021 – June 2022

- Led the creation of the Boutique Gallery sub-brand, helping reposition Furniture Village's premium offering across showrooms and digital channels.
- Developed the visual identity and launch campaign.
- Collaborated with marketing team to create content for social channels such as reels and statics.
- Supported campaigns that resulted in products selling out nationally within two weeks.

Graphic & Web Designer

Andreea Istrate

Junior Graphic Designer – Dermalogica – Full Time

March 2019 – June 2021

- Adhered to brand guidelines, maintaining a cohesive brand image across all campaigns and marketing programs.
- Produced multi-channel marketing collaterals for product campaigns across digital, print and packaging.
- Maintained global brand consistency across customer-facing communications.
- Collaborated with marketing teams to deliver creative solutions to briefs with tight deadlines.
- Effectively prioritised workload in a fast-paced environment, consistently meeting tight deadlines.

Selected Achievements

- *Built multiple ecommerce websites from concept to launch.*
- *Developed brand identities for startups and established retailers.*
- *Led the digital repositioning of Roomes into a premium interiors destination.*
- *Improved CRM email performance across 12 international markets.*
- *Created Furniture Village's Boutique Gallery sub-brand.*
- *Designed marketing assets used across web, social, email and print.*

Graphic & Web Designer

Andreea Istrate