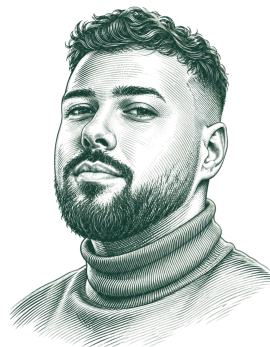


Lucuț florentin



Creative Founder

Graphic design · Brand identity · Social media

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👤 PROFILE

Graphic designer with experience in visual identity, website creation, product photography and social media marketing. I co-founded the e-Apetit platform and now collaborate with brands while developing my personal project, Pofto.

📁 EXPERIENCE & PROJECTS

2018 – 2019

BoostIT

Graphic Art Designer

Digital illustration using a Wacom graphics tablet, alongside interface and digital experience design (UI/UX).

2019 – present

Sterk Plast

Graphic Designer

Graphic design, product photography and social media work.

2020 – present

Sali's

Graphic Designer

Visual identity, graphic materials, product photography and website creation.



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 EXPERIENCE / CONTINUED

Restaurant Balada

2025 – present

Social Media Marketing

Social media marketing, product photography and creation of the restaurant's website.

e-Apetit

2020 – 2024

Co-founder · Creative Lead

Visual identity, website creation and the online ordering experience. Promotional campaigns and social media marketing for the food delivery platform.

Pofto

2026

Digital platform · Personal project

Website creation and development of the Pofto digital platform as a personal project.

 TOOLS

DESIGN

 Photoshop

 InDesign

 Apple Creator Studio

 Illustrator

 Affinity

 SKILLS

 Visual identity

 Graphic design

 Website creation

 Interface design

 Product photography

 Social media marketing

 LANGUAGES

Romanian

English

 EDUCATION

Secondary education
12 years of schooling

VIDEO & PHOTO

 Premiere Pro

 Lightroom

AI

 Claude

 ChatGPT