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📍 Oradea, Bihor, România

🌐 alexandravidican.eu

EDUCATION

UX&UI Design

Certified online course at IT School

Completed in 2024

Marketing Manager Course

Certified online course

Completed in 2023

Photography Course

Certified Photographer

Completed in 2019

Master's Degree MA

Visual Arts - Sculpture and Environment

Completed in 2013

Bachelor Degree BA

Design

Completed in 2011

EXPERTISE

- Digital Marketing
- Creative in visual Arts
- Logical Thinking
- Communication Skills
- 3D design ability
- Photography and videography

LANGUAGE

English: B2, Hungarian: A1

Romanian: Native

AWARDS

May 2018 | CNDM

Third prize at the National Furniture Design Competition

June 2007 | National Olympics

Product Design section

Alexandra Bela Vidican

Designer & Marketing Specialist

ABOUT ME

I'm a designer driven by curiosity, with a background in multiple fields, aiming to fulfill my experience in UX & UI design.

I'm a creative person. The curiosity of knowledge has written my professional life journey so far.

Combining a background in design and visual storytelling with marketing strategy, I help brands grow their visibility, generate qualified leads, and build strong customer engagement.

WORK EXPERIENCE

Bellsabi | Founder & Creative Director

2026 - Present

Building a multidisciplinary creative studio focused on branding, UX/UI design, storytelling, photography and meaningful digital experiences. Collaborating with entrepreneurs and purpose-driven brands to create stronger connections through strategy, design and content.

Morami | Marketing Manager

2020 - 2025

The main activities at this job were creating annual marketing plans for B2B and B2C in order to increase brand visibility, generate leads and increase sales. Management of social media channels, assuring the conformity of product labels, creating online and offline campaigns, newsletters, organising events, monthly and annual reports.

Atelier Foto Film | Designer & Photographer

2017 - 2022

As a business owner, my main activity was: to make professional photoshootings, event photography, video materials, brand identity design, and advertising materials. Besides this, I also made 3D visuals and interior design. Projects: Horticola Garden Store, Dorbob Bakery - Rebrand and Interior design, Bunexim Bakery, Kintaro Sushi - Interior design, PGS Sofa - 3D product Visuals. Programs used: 3D Max, Photoshop, Illustrator, Indesign, Corel Draw, Premiere, Lightroom.

Justin's Design | Concept Designer

2015 - 2017

The main activities were designing 3D concepts for visual merchandising, thematic parks and big size decor for events. Coordinating the team in the production process to meet the deadlines. Making the graphic design for the 3D's to complete the concept, creating seasonal catalogues. Programs used in the process: 3D Max, Photoshop, Corel Draw, Excel, Indesign.

Linos Impex | Graphic Designer

2013 - 2015

The main activities were designing logos and business cards, banners, digital printing, creating advertising materials for clients in Photoshop, Corel Draw, Illustrator, Indesign.

Highschool of Arts, Oradea | Design Teacher

2011 - 2013

Teaching basic didactic information in the field of design to high school students. Guiding design and layout projects. Guidance and preparation of the high school students for the exam of certified design technician.