

Amalia Popescu

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[Portfolio - amaliapopescu.com](https://amaliapopescu.com)

[LinkedIn Link](#)

● About

I'm a graphic designer based in London, currently studying at UAL. I specialise in typography and audience-centered design. I thrive in collaborative environments and enjoy creating work that feels personal and meaningful. I bring discipline and dedication into my design practice, which stems from my dance background. I'm looking to grow in a role that challenges both my skills and creative thinking.

● Design & Creative Experience

Graphic Designer

Truth Apparel (Aug 2022 - Apr 2025)

- Designed assets across five seasonal collections which resulted in brand growth
- Evolved brand visuals to match a new direction
- Created styling concepts and modeling direction to optimise efficiency during commercial photoshoots
- Fostered good relationships with manufacturers and designers during product development
- Delivered designs on time and improved them based on feedback, helping to keep the workflow smooth and projects on schedule

Merchandise Designer Assistant

Arts Students' Union (Jun 2025 - Sep 2025)

- Designed a limited-edition collection consisting of a T-shirt and tote bag for the Welcome Fair at the University of the Arts London
- Generated initial concepts and developed them through revisions with guidance from the Students' Union graphic design leads
- Tested three design options and gathered feedback from students and the target audience
- Collaborated with retail manufacturers to ensure design details, fit, and sizing options were suitable for production
- Created marketing assets to promote the collection on social media ahead of the fair

● Skills

- **Adobe Suite:** Photoshop, Illustrator, InDesign, Aero, After Effects

- **Coding:** HTML, CSS, p5js
- Microsoft Office Suite

- **Language:** Fluent English, Fluent Romanian, Intermediate Spanish

Soft Skills

- Communicator
- Client-focused
- Attention to detail
- Time management
- Adaptable

● Other Experience

Front of House Assistant

Arts Students' Union (Jun 2024 - Present)

- Handled multiple student queries (email, calls, in-person) resulting in fast response rates
- Managed admin tasks like the inbox, drinks station and stationery supply stock
- Responsible for fulfilling and processing merchandise orders
- Ensured health and safety of each office space
- Led training and induction of new staff
- Created guidance documents which resulted in easy onboarding process
- Communicated clearly across a multi-site team

Bank Teller

Larne Credit Union (May 2022 - Jul 2023)

- Assisted elderly customers with banking needs
- Handled large cash volumes with accuracy
- Managed transactions, paperwork, and balancing

● Education

BA (Hons) Graphic Design

University of the Arts London

(Sep 2023 - Jul 2026)

Key Modules: Fundamentals of Type and Image, Collaborative Practice, Agency and Representation

A-Levels (Maths, IT, Spanish)

St Killian's College, Carnlough

Sep 2021 - Jul 2023

● Professional development

Summer School - Screen Printing Course

Universität der Künste Berlin - Jul 2024

Summer School - Critical Ecologies

Shared Campus Athens - Jul 2025

***References available upon request**