

BOGDAN CASOTA

Senior Brand Designer

Brand Identity | Visual Design Systems | Web & Product UI

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Seeking a senior in-house brand role | Open to hybrid (Bucharest) or EMEA-remote | English (C2), Romanian (native), Italian (conversational) | Driving licence

PROFESSIONAL SUMMARY

Senior Brand Designer with 15+ years building and shipping brand identities, from logo, typography and brand guidelines to responsive websites and product UI. I work out what a brand actually needs, then design the visual identity system that delivers it and keeps it coherent across every touchpoint. Strong across typography, color theory, grid systems and visual composition, fluent in Figma and the full Adobe Creative Suite, and experienced taking projects from concept to execution with founders, marketing leads, developers and client stakeholders. Founder of an independent brand studio (300+ projects, local and international) where I lead and direct other designers, and equally comfortable working hands-on inside an established team and to others' art direction. Also the creator of my own design-products business and a self-built, SEO-driven web product. Increasingly I use AI under human art direction to produce brand-consistent work at scale.

CORE SKILLS

Brand & Identity: Brand identity design, Visual identity systems, Brand guidelines, Brand strategy, Logo design, Typography, Type design, Color theory, Visual composition, Grid systems, Visual hierarchy, Art direction, Rebranding, Brand naming, Visual storytelling, Visual communication, Brand consistency across touchpoints

Graphic & Print: Graphic design, Packaging design, Label design, Print design, Layout design, Iconography, Marketing collateral, Presentations

Web & Product: UI/UX design, Figma, Wireframing, Prototyping, Responsive web design, Design systems, Component libraries, WordPress, Elementor, Information architecture, Landing pages, Accessibility, Web standards, On-page SEO, HTML/CSS (working knowledge)

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Creative Suite, Figma, Adobe XD, Adobe Firefly, WordPress

AI & Automation: Generative imagery (Adobe Firefly), AI-assisted design workflows, Brand-consistent production at scale, Automated content pipelines

Leadership & Delivery: Creative direction, Directing designers, Stakeholder management, Client management, Cross-functional collaboration, Project management, Concept-to-execution delivery, Mentoring, Remote collaboration

PROFESSIONAL EXPERIENCE

Senior Brand Designer & Founder - Brand Creators (Design a Lot SRL)

Remote, Romania | 2017 - Present

- Run an independent brand studio end to end, strategy, design, delivery and the business, across **300+ brand and design projects** for local and international clients. Lead projects start to finish and **direct a second designer on execution while owning client relationships, creative direction and delivery**; draw on a trusted network of specialists for complex builds (started 2017 alongside the role below; sole focus since 2022).
- Build complete **brand identity systems** (logo, typography, color and brand guidelines) and extend them across every touchpoint: **50+ projects that began with a logo and grew into a website plus collateral**, all governed by one coherent design system. Many systems built years ago are still running and evolving with the brand.
- Sustain **multi-year client relationships**, e.g. GravoLAB (industrial thermoforming), a client since 2019 served across several of its businesses, from logo and multilingual websites to ongoing print and vehicle-livery collateral.
- **Designed the end-to-end UX/UI and brand implementation for Thermoforming.Tech**, a B2B web application spun out of GravoLAB (Adobe Illustrator and XD), working with the client and a developer I sourced and directed, **cutting a manual layout-and-calculation workflow from 20-30 minutes to under a minute**. Scaled it into a standalone SaaS product (pricing, comparison and membership tools) as design lead and project manager bridging client and dev team.
- **Grew a single logo into a full brand identity for ChillsIM (eSIM travel tech)**, spanning print, stationery, trade-show booth, a B2B sub-brand, promo assets and video, and am now **redesigning the product itself: 20+ app screens in Figma, with the website next**.
- Rebuilt a surgeon's medical website for speed, on-page SEO and discoverability, **more than doubling its organic search traffic**.
- Designed **packaging and labels across multiple product ranges**, including a spirits distillery (Bodel) and a luxury perfume house (EMIRAI), taken to print and manufacturing.

- Use **AI under human art direction** to scale brand-consistent production, generating commercial-grade product imagery from a client's real product with Adobe Firefly, true to the actual product and to advertising-legal requirements, plus automated content pipelines.
- **Productized** the studio into repeatable systems: fixed-scope identity packages, a standalone logo-vectorization service, and a design-subscription model. Publish practitioner articles on brand identity and visual systems.

Senior Brand & Logo Designer - Logokompaniet AS

Remote (Norway) | 2013 - 2022

- Grew from second designer to the studio's **senior / lead designer** over nine years at a logo-design studio built on a 24-hour-turnaround model.
- Delivered **1,000+ approved logos and brand identities**, concept strength, typographic craft and brand consistency at high volume.
- **Owned the agency's own rebranding**, designing its new visual identity end to end.
- **Introduced realistic product mockups** into how work was presented to clients (and shot the product photography to build them), which sped up approvals and increased order sizes.
- **Mentored** a newly hired designer into the studio's method, who became a top performer at winning new work (and later joined me at Brand Creators).
- Also delivered visual identity guides, websites, and packaging & label design.

Freelance Designer

Remote | 2010 - 2013

- Independent brand, logo and type work for international clients and agencies; broke in by winning a logo-design contest, which led to the Logokompaniet role.

FOUNDER-BUILT PRODUCTS

- **Design a Lot, designalot.net (2015 - Present):** A design-products business selling my own original fonts and typefaces, mockups, graphics and templates across MyFonts, Creative Market, FontBundles, Envato and my own store, including my best-seller Cabo Rounded and Brandogram, a monogram-optimized type family (7 weights, deep OpenType engineering with up to 24 alternates per letter). Built a 20,000+ organic email audience at peak on automated, brand-consistent content systems; free typefaces I published on dafont have been downloaded tens of thousands of times.
- **Cazari cu Piscina, cazaricupiscina.ro:** A niche travel directory I designed and built on WordPress with structured taxonomies, on-page SEO and a data-driven content system informed by 16+ months of Google Search Console data, demonstrating information architecture, SEO and end-to-end product ownership.

EDUCATION & CONTINUOUS LEARNING

Professional development: Brand Strategy Bootcamp (Lancaster Academy); Dynamic Brand Identity (Paula Scher); Logo Design with Grids (George Bokhua); Logotype Masterclass (Jessica Hische); Figma UI/UX Essentials; Foundations of UX (Google).

15+ years of shipped, client-approved work across brand, type, web and product; practice- and competition-trained.

Education: Colegiul National Economic "Gh. Chitu", Craiova (2006 - 2010).