# Andrei Draganescu

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## SUMMARY

I am a highly creative person having a habit of solving problems by coming up with unexpected awesome solutions. I have deep people management and entrepreneurial experience, I master the full web development stack of technologies and, curiously, I enjoy creating mockups and writing specifications or technical briefs.

## EXPERIENCE

### *Head of development, Artweb London*
Bucharest, Romania — 2011-2013

I managed a global team, devised full technical specifications and conducted projects from start to finnish.

**Accomplishments**

- In only six months i launched a newly architected public facing interface of the application which increased conversions by 120%.
- I have architected a new search mechanism of the marketplace that had a high impact: it doubled the sales and exposure of individual artwork by the paying artists.
- Based on marketing research I, along with the team, created a new and improved activation flow for trial users, which doubled activations.

## EDUCATION

SNSPA , BUCHAREST —
Communication and public relations
Bachelor's, 2008

## SKILLS

People and project management
Information architecture, user experience design and creative communication
Expert level mastering of the PHP, Javascript, HTML and CSS stack
Very good writer and speaker, proactive, dynamic, artistic sense and open minded.

# EXPERIENCE

## *Technical advisor, Hyphen Digital (Project Based)*
Bucharest, Romania — 2010-2011

Acted as information architect for a think tank that worked mainly for medical and pharmaceutical organizations and also provided consulting for high profile clients from other industries.

**Accomplishments**

- I created the full technical specifications and implemented project kickoff for several applications such as: differential diagnosis for US hospitals, interactive chemical visualization for Roche or a large photography management engine for Calvin Klein in association with MyFDB.

## *Technical project manager, TFOTW*
City, State — 2008-2010

I worked closely with the clients of this talent hub to transform creative briefs to finished projects. I managed eight programmers and two designers who worked simultaneously for up to four projects at a time, coordinated tasks, reports and QA analysis.

**Accomplishments**

- Among the projects some have been game changers in their industry like an intellectual property internet crawler identifying automatically IP theft online or a patent browsing application featuring PTO reports from over 3 million records that streamlined by 80% the time required to process them.
- Aside from full documented specifications i ensured that the team members solved hard to tackle technical situations, provided accurate time reporting and project documentation by implementing Agile development know how and methodologies.

# REFERENCES

## EXPERIENCE

### *Business advisor, APROPO MEDIA*
Bucharest, Romania — 2006-2008

Worked as information architect for internal and external clients. However, my role in the company was complex and included a diverse array of activities.

**Accomplishments**

- Delivered the architecture of the biggest Romanian enterprise CMS, used currently by the entire online network of Apropo Media and some other external clients. It features an innovative service based, decoupled modular approach that helped speed up implementation in a record time.
- Coached a team of product owners providing new perspectives on their proposals and managing the technical processes. From Go4It.ro, Promotor.ro to Apropo.ro i had participated along with other highly talented and creative people in building a network with surprising fast financial results.
- I have been actively involved in strategy formation and adaptation in the quest of building software from zero that would hold a network now accounting for the largest share of sold online advertising in Romania.

### *Technical project manager, NETBRIDGE DEVELOPMENT*
Bucharest, Romania — 2006

Technically managed internal projects, devising specifications and managing project life cycle.

**Accomplishments**

- Implemented a series of clear improvements for the trafic.ro audience measurement system. Participated in the process of improving the company's internal CMS and ERP systems with usability reports and UI/UX architecture.

## REFERENCES

I have worked with Andrei on a number of web based projects. He is an absolute professional and is clearly going places. If it was not for a few thousand miles of ocean, I would hire Andrei as a senior developer in our studio full time. Andrei's experience covers open source technologies and he is clearly capable as a system administrator.

**Steve Barrett - Co-Founder at GETYO Pty Ltd**

## EXPERIENCE

### *Founder, Mindware*
Bucharest, Romania — 2004-2006

Managed a self funded web development studio which implemented online presence solutions for a wide array of clients, from local advertising agencies to foreign industry leaders.

**Accomplishments**

- Along with the art and programming team employed by me, I built and implemented websites for many recognized local and international brands and institutions like ANEFS Bucharest, DDB Bucharest, Bostina & Associates Lawyers, Knorr, Interamerican, Euroclinic, RCS/RDS (DigiTv), Pall Mall, Ozonne and Notorious in New Zealand and many others.
- Pioneering the web applications era I created and implemented an on line screen scraping engine that was designed for media monitoring activities but also worked as a Google News application before its time. The engine was highly optimized and ran a daily index of about 200 Romanian information sources, storing and searching through 100000 daily records.
- I fully architected then managed into completion an intranet application that fixed the production flow for the largest Romanian media monitoring company. The application scanned, indexed and stored OCR versions of daily newspapers and magazine articles while minimizing the number of steps each of the company's 30 employees needed to take. The application heavily improved - within the range of 70% - the return times for clients and the return rates for the company.

### *Local IT expert, European Profiles (Project Based)*
Bucharest, Romania — 2005

Worked closely with the solution integrator, European Profiles, to provide a document management system for ANPC.

## REFERENCES

Andrei is one of the best developers I have ever worked with. He is not only very detail oriented but also innovative and sees problems and hurdles through to solutions, independently. I have the privilege of working with him on a large number and variety of rapid technology prototyping projects and look forward to continuing. **Dr. Augustine Fou - Chief Digital Officer, Speaker, Author**

## EXPERIENCE

### Technical project manager, QUADRANT INTERACTIVE
Bucharest, Romania — 2004-2005

I have been in charge of all communication between the agency and two of its major clients: ZAPP and Coca-Cola HBC, devising both creative and technical briefs, UI/UX architecture and copywriting guidelines. Actively participated in the building of the Coca-Cola online community (a website with about 30000 active members) by providing the web application's full UX architecture, creative input and site wide copywriting.

### Copywriter, BABEL COMMUNICATIONS
Bucharest, Romania — 2001-2004

Delivered creative advertising concepts, writing copy and managing special projects. I created TV, radio and print advertising for brands such as Eli Lilly, Henkel's Moment and Ceresit, Kiwi Pratico, Alexandrion, Frisbee, Policolor, Cesarom and Daewoo.

*... 12 years ago, i have also been: Technical Lead at Media Controller, Copywriter for small advertising agencies, Web Master and even Advertising Salesman.*

## OTHERS

Willing to travel for up to 80% of my working time, I can drive and also have a B licence, I speak awesome English and medium French.

Willing to move abroad.

## REFERENCES

I've worked with Andrei at TFOTW, and it was a pleasure.
He is a very talented developer and manager, with very good communications skills.
Really look forward to an opportunity to work with him again.
**Andre Goncalves - Founder @ questionform.com**