



Lavinia Botusanu

Senior Graphic Designer at Pago App
Bucharest

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Experience

Pago

Remote, Romania

Pago App

Senior Graphic Designer
March 2025 - Present

toluna*

Remote, Romania

Toluna Corporate

Senior Creative Designer
June 2022 - May 2024 (2 yrs)

Led a brand refresh project, creating a new visual identity and social media strategy to improve brand recognition.

Managed the brand update, updating designs across Canva, PowerPoint, print materials, and brand books..

H&O

Bucharest, Romania

Hogarth & Ogilvy

Senior Digital Designer
June 2018 - June 2022 (4 yrs)

Conceptualized and designed digital assets for client pitches, including presentations for major brands like Pfizer, Toyota, and Lenovo.

Collaborated with the print department to ensure seamless brand experience across digital and print assets for client presentations.

erka

Bucharest, Romania

ERKA Agile Communication

Digital Designer
July 2016 - March 2018 (1 yrs 9 mos)

Developed a consistent digital brand experience for Accenture, Cora and Decathlon across multiple platforms, aligning with their overall brand strategy.

Designed engaging social media graphics for Cora.

TOUCH agency

Bucharest, Romania

Touch Communications Agency

Graphic Designer
March 2015 - June 2016 (1 yrs 4 mos)

Designed packaging for Big's product event launch.

Collaborated with printers to achieve optimal color accuracy and paper selection for Henkel.

Education



National University of Arts Bucharest

Master's degree, Fashion/Apparel Design (2012-2014)

National University of Arts Bucharest

Bachelor's degree, Fashion/Apparel Design (2009-2012)