



*hello*

# ARMINA POEANU

## ACCESSORIES DESIGNER

### CONTACT

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[PORTFOLIO ARMINA POEANU](#)

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### INTERESTS

ACCESSORIES  
DESIGN

PRODUCT  
JOURNEY

RESULTS  
ORIENTED

### LANGUAGES

ENGLISH - C1 ●●●●●

GERMAN - C2 ●●●●●

ITALIAN - A2 ●●○○○

### ABOUT ME

Enthusiastic, dynamic and ambitious accessories designer with 5+ years of experience, who masters the whole journey of a product from concept to final details.

I've got a unique mix of creativity, chromatic sense and fashion trends, combined with technical skills and a fine eye to details, proven by the collaboration with European clients and thousand of happy customers during Lyrias journey from 2014 till today.

### WORK EXPERIENCE

#### FOUNDER, CEO & CREATIVE DIRECTOR

AT LYRIA - LUXURY ACCESSORIES BRAND, BUCHAREST, 2014 TO PRESENT  
Developing Lyria from the idea in 2014, to the only hand painted luxury accessories brand in Romania, today.

As founder and designer, I was generating ideas and seasonal collections, transforming market trends into brand DNA, designing handbags silhouettes, prototyping, production and project planning. Marketing, PR and brand strategies or taking part in international fairs and market research trips were the main responsibilities.

#### CEO & SENIOR PRODUCTION MANAGER - ACCESSORIES AT

DESIRETTE LEATHER HANDBAGS & ACCESSORIES FACTORY, BRASOV, 2015-2018  
Leading a dynamic team of 10 to 15 employees, from manufacturers, workers, assistants and coordinators in the process of manufacturing leather handbags and small accessories. Managing the whole journey of a product from concept to final product.

#### FREELANCE ACCESSORIES DESIGNER, BUCHAREST, 2012 - 2014

Bucharest, RO - Generating ideas, layouts, designs and silhouettes using different techniques from hand sketching to computer skills: CAD, Corel Draw, Sketch-UP & Photoshop.

#### GERMAN LANGUAGE TEACHER, 2012 - 2015

AT HIGH-SCHOOL OF CAMBRIDGE SCHOOL OF BUCHAREST, BUCHAREST.

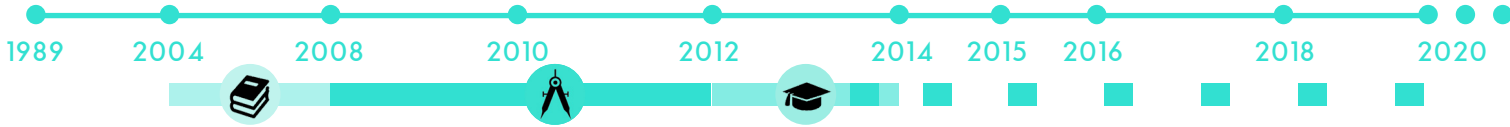
#### SENIOR ASSOCIATE OPERATIONS GERMAN, 2010 - 2012

AT WNS BUCHAREST, FOR IHG GROUP PROJECT, BUCHAREST.

### LONG STORY SHORT WORK EXPERIENCE

1989 2008 2010 2012 2014 2015 2016 2018 2020





**LONG STORY SHORT EDUCATION**



**EDUCATION**

**MASTER OF ARCHITECTURE, 2012-2014**

“Ton Mincu” University of Architecture and Urbanism, Bucharest, Ro.  
 Disertation “Gestul Arhitectural intre Tradiție și Modernitate”,  
 teacher Prof. Dr. Arch. Vlad Eftenie



**BACHELOR OF ARCHITECTURE, 2008-2012**

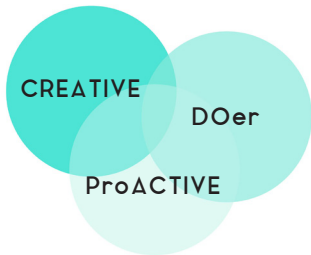
“Ton Mincu” University of Architecture and Urbanism, Bucharest, Ro.



**NATIONAL COLLEGE, 2004-2008**

Natural Sciences Profile, German Bilingual, “Ioan Meșotă” Brașov, Ro.

**PERSONALITY**



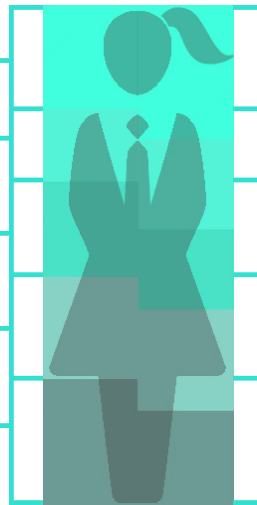
**HARD SKILLS**

- TREND INTERPRETATION
- FASHION SENSE
- FINE EYE TO DETAILS
- STRONG CHROMATIC SENSE
- PRODUCT JOURNEY FROM CONCEPT TO FINAL DETAILS



**SOFT SKILLS**

- LEADERSHIP & DECISIVENESS
- EMOTIONAL INTELLIGENCE
- BUSINESS STRATEGY
- CREATIVE PROBLEM SOLVING
- ENTREPRENEURIAL MINDSET



**PROFESSIONAL SKILLS**



**CERTIFICATIONS**

- DIGITAL MARKETING, Raluca Radu 2020
- BUSINESS OF FASHION, Mirela Bucovicean 2019
- HANDBAGS DESIGN, Otilia Flonta 2018
- FOOTWEAR DESIGN, Mihaela Glăvan 2017
- PR, Ines Turturică 2016
- STYLING, Hilda Miller 2015
- FASHION DESIGN, Mirela Diaconu 2014
- INTERIOR DESIGN, Miruna Ardelean 2013



**PRIZES/AWARDS**

- FINALIST at Startarium Pitch Day 2018 by Impact Hub, Bucharest
- AWARD FOR ART CONTRIBUTION by Art Respect Asociation, Brașov 2017
- BEST NEW START-UP, Atelierele Ilbah Galla 2016
- 3RD PRIZE - Fashion Young Designer Contest by StarShiners, Bucharest 2015



**VOLUNTEERING**

THE SCHOOL OF BUNESTI, ARGES  
 Vernacular Architecture School, Arges, RO 2010/11. We built structures that invite to a complementary minimal ascetic habitation in the middle of nature.



**SPEAKER**

- SLOW FASHION at UP-cycled by ARTelier Preloved Jeans, Bucharest, Romania 2019
- PERSONAL STYLE at Bucharest Business Club Bucharest, Romania 2018
- BACKSTAGE OF FASHION INDUSTRY at Creativo, Bucharest, Romania 2017



**PORTFOLIO**

<http://www.popeanu.ro/arminaletitia>

*Thank you*