

Zeno Popovici

Entrepreneur and Usability Consultant

myself@zeno.ro

Summary

I am passionate about people, about ideas, leading innovation and change through management, branding, user experience and usability.

Professionally, as an Entrepreneur I'm founder of Graffino, a design and web development company, and co-founder of MarketOn, an online marketing agency.

In my spare time I love working with young people, deliver trainings and workshops, speak at events or teach at Lucian Blaga University in Sibiu

I am interested in developing long-term partnerships, business events, consultancy opportunities and crazy world-changing ideas.

Specialties

Management, Usability, User Experience, Branding, Web Development (PHP, MYSQL, CSS, HTML, JavaScript), Training

Experience

CoFounder & CTO at MarketOn

November 2011 - Present (1 month)

Business Development, IT / Usability Consultant

Usability and Technology Consultant at Lucian Blaga University of Sibiu

November 2011 - Present (1 month)

Usability and Technology Consultant

Founder at Graffino

March 2008 - Present (3 years 9 months)

Manager, Bussines Development, Branding & Usabilty Consultant

1 recommendation available upon request

Teacher at Lucian Blaga University of Sibiu

October 2007 - Present (4 years 2 months)

Teaching IT Basics.

1 recommendation available upon request

Executive Director at Webia

July 2010 - November 2011 (1 year 5 months)

Business Development, Usability, User Experience, Project Management.

1 recommendation available upon request

Web Developer at Lucian Blaga University of Sibiu

January 2002 - October 2010 (8 years 10 months)

Experienced web developer, and level 3 systems administrator (Linux).

Working mainly on Web development, Maintenance of E-mail and Database systems. Secondary assignments include user support and network maintenance.

Experienced with: MYSQL, Postfix (with MYSQL backend), Courier Virtual set-up, Postdrop, Spamassassin, Squirrelmail development, PureFTP Virtual set-up.

Web development experience:

XML, HTML, PHP, JavaScript, CSS, Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator.

International IS Team Member at AIESEC International

June 2003 - November 2007 (4 years 6 months)

International support team working virtually for maintaining AIESEC.net (A Customized version of OpenACS - www.aiesec.net).

Customer support through e-mail, ticketing system.

Development of support infrastructure and materials.

Collaboration with AIESEC International IS Providers (AZRI - www.azri.biz) on Beta-Testing, Bug Fixing.

Development of specifications for further features development.

Senior consultant on AIESEC.net specific issues.

3 recommendations available upon request

Global Branding Crew Member at AIESEC International

August 2004 - August 2005 (1 year 1 month)

International Team working virtually for the implementation of the AIESEC Global Brand. Direct responsible for support on AIESEC in Ukraine, AIESEC in Turkey.

Direct responsible for AIESEC Global Websites (All official websites), AIESEC CMS implementation. Support on webdesign for all countries.

Information Services Intern at AIESEC International

April 2005 - July 2005 (4 months)

Web development.

Online knowledge management for AIESEC.net (A Customized version of OpenACS -

www.aiesec.net).

Redesign and Branding of the AIESEC.net webmail interface (mail.aiesec.net).

Development of specifications for further feature development, improvement of the usability and ergonomics of the system.

Brand implementation support for ~6 countries.

"Learning Networks" initiative support, design of materials, online portal, brand alignment of documents, etc.

4 recommendations available upon request

Vice President Human Resources at AIESEC in Sibiu

April 2004 - April 2005 (1 year 1 month)

Human Resource management, resource allocation, member development & career planning, recruitment & selection, organizational development.

Vice President Marketing at AIESEC in Sibiu

April 2003 - April 2004 (1 year 1 month)

Brand implementation, development of sales & promo materials, product packaging, sales.

1 recommendation available upon request

National Information System Manager - Brand Development Team at AIESEC Romania

April 2003 - April 2004 (1 year 1 month)

Brand development, web development, knowledge management. Developed brand strategy.

Implementation of visual standards and guidelines.

National IS strategy responsible.

1 recommendation available upon request

Vice President Human Resources at AIESEC Sibiu

April 2002 - April 2003 (1 year 1 month)

Human Resource management, resource allocation, member development & career planning, recruitment & selection, organizational development.

Certifications

CCNA

CISCO Academy

Skills

Brand Development

(Advanced, 5 years experience)

Web Development

(Expert, 10 years experience)

User Experience	(Intermediate, 2 years experience)
Usability	(Intermediate, 2 years experience)
System Administration	(Expert, 9 years experience)
Network Administration	(Advanced, 9 years experience)
Project Management	(Advanced, 8 years experience)

Languages

English	(Full professional proficiency)
German	(Professional working proficiency)
Romanian	(Native or bilingual proficiency)

Education

Universitatea „Lucian Blaga” din Sibiu

Bachelor, Computer Science, 2000 - 2005

Activities and Societies: AIESEC Student Organisation

Interests

management, branding, usability, web development, human resources, training, hiking, swimming, sci-fi books & movies

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12 people have recommended Zeno

"Zeno is first of all a friend and a man you can always rely on, if you prove yourself to be worthy of his attention :). He is a man of great patience and who always knows how to put the right questions in order to follow the most suitable steps towards achieving your objectives. Nevertheless, he is a downright person and always can offer a down-to-earth perspective about any situation you present. In this way, I want to thank him for the time and patience invested in me, because he actively took part in my personal and professional development."

— **Dragos Czinjepschi**, *Vice President Communication, Gala#, AIESEC Romania*, worked with Zeno at Graffino

"I have worked with Zeno for the last 8 years and I can say he was and is a key figure in our department, not backing out from any task given to him and allways coming up with interesting new ideas. Furthermore, Zeno was and is a driving force inside the department, motivating his coleagues into working harder and better. He is a great friend and a wonderfull coleague, a great asset for any company."

— **Valentin Lup**, *Network Administrator, Lucian Blaga University of Sibiu*, worked directly with Zeno at Lucian Blaga University of Sibiu

"Zeno is a gifted manager that loves what he does, motivates his crew and keeps everything on track. I see him as a hard working, passionate man. He always gets the job done and goes beyond submitting quality work on deadline by finding that extra 1% that makes a product great and making sure it gets implemented perfectly."

— **Andrei Sebastian Cîmpean**, *Developer, Webia*, reported to Zeno at Webia

"I worked with Zeno on various System-administration related tasks. Out of my observation, he has great insight in web technologies and keen understanding of IT systems. All in all, he is a great team player to work with#. Keep up good work Wishing you success in your future endeavors"

— **Goutham Tripuraneni**, *Systems Administrator, Azri Solutions*, was a consultant or contractor to Zeno at AIESEC International

"Zeno is a highly committed and creative person. His clear thoughts and ideas and his supportive

leadership style enables people to deliver work highly aligned to specifications. With his work style he leads by example."

— **Jens Trotzky**, *Business Specification Developer, AIESEC International*, worked directly with Zeno at AIESEC International

"Zeno is highly skilled, reliable and hard working person."

— **Mohammad Asif Nooruddin**, *Project Leader, Azri Solutions*, was a consultant or contractor to Zeno at AIESEC International

"The quality demonstrated by Zeno in execution of projects has been highly above expectations. In addition, he has constantly been able to provide excellent on-the-spot support and solutions to the IS bottlenecks occurred in our office. Overall I can say we have greatly benefited from having him work in AIESEC International within the IS team."

— **Albert Simsensohn**, *Global Partnerships Manager, AIESEC International*, worked directly with Zeno at AIESEC International

"I know Zeno as a reliable and hard-working person. Among other things Zeno worked on redesigning interface of an email service for 10,000 people for AIESEC International, which proved to be very successful. Zeno's technical expertise and problem-solving skills make him a very valuable member on any IT team."

— **Ludek Houska**, *Vice President Information Systems, AIESEC International*, managed Zeno at AIESEC International

"I had the opportunity to work with Zeno when he coordinated a few projects for us on AIESEC International. I recommend him highly, and applaud his ability to work under very tight deadlines. He showed initiative, quick understanding of the demanding projects, and great coordination skills. He is very creative and solution oriented."

— **Amit Singh**, *Vice President Exchange Development, AIESEC International*, worked with Zeno at AIESEC International

"Hard-working and reliable, Zeno was very skilled at his work and has been an excellent resource for AIESEC."

— **Brodie Boland**, *Director, AIESEC International*, managed Zeno indirectly at AIESEC International

"Zeno has impressive vision, he can easily make the big picture from distinct pieces. With an enthusiastic proactive attitude, he can approach and manage a wide range of problems. Excellent marketing knowledge allows him to find solutions both by himself or by brainstorming with his peers or colleagues. The attitude of being always open to find constructive solutions and to learn more

makes Zeno a good and valuable team player."

— **Aura Cristiana Serea**, *HR & Learning VicePresident, AIESEC Sibiu*, worked directly with Zeno at AIESEC in Sibiu

"Zeno has proved to be highly professional in IT & Branding while he delivered high quality results in restructuring intranet communities, created brand standards or delivering education trainings. I hereby endorse Zeno as trustworthy, pragmatic, high skilled person and nevertheless a true friend."

— **Paul GHITA**, *Strategic Development Project, AIESEC Romania*, worked directly with Zeno at AIESEC Romania

[Contact Zeno on LinkedIn](#)