

Sabin Borş

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Narrative Profile

I am a creative and communications strategist, editorial designer, and researcher with a background in philosophy and print/web editing, who works to develop and strategize concepts, publications, and communication –from naming, brand identity, and content design to writing, editing, information architecture, and design frameworks. I create editorial formats that are meaningful and community-oriented, generous and considerate, ethical and empowering, with the potential to build critical masses.

I am passionate about media and publishing ecosystems, graphic and book design, photography and contemporary art, technology, and environmental projects. My work is always culture-driven and aimed at amplifying stories, products, and experiences that inspire others to do good. Through my editorial and design work, I want to tell and share compelling stories, devise engaging communication platforms, and design personal, relational, and relatable strategies. I have a Ph.D. in Philosophy with a thesis on archives and discursive formations that provides new ways of understanding repositories of knowledge in networked environments. I use my interests in cultural studies, anthropology, and aesthetics to drive new impetus, inspire good, prompt reflection, fire the imaginaries, address the various inequalities dividing our societies, and affect positive social change.

While I usually write or edit art, design, architecture, photography, or new media-related content, I am particularly interested in the intersections between social practices, environmental concerns, design, cultural critique, science, technology, and sectors of business that empower people and bring radical changes in our society. Writing, communication, editing, and design are my means to put valuable people in the spotlight and ensure their voice is heard.

In the last 14 years, I have put my strategic, editorial, management, and people skills to work for design and architecture offices, artists, and visionary organizations on narrative strategies, communication, editorial design, content curation, and writing commissions. I have worked as a freelance writer and editor since 2009, and my writings have been published in art books, magazines, exhibition catalogs, academic publications, and creative writing projects in Romania, Germany, South Korea, the UK, Slovenia, Switzerland, and the US. I worked as an associate editor for several art, design, and architecture magazines, where I wrote and edited over 200 articles, from short-form project presentations to over 80 long-form interviews, critical analyses, and essays on architectural theory and cultural thinking. I supervised several print issues, wrote and edited a monthly column, and initiated an online contemporary art platform where I curated, edited, and featured over 900 materials in long-form and short-form to provide an alternative perspective on the interrelations between various artistic expressions.

Communications Strategy, Editorial Design, and Editorial Work

Professional Roles

Communication Strategist and Editorial Designer (web, ebooks, and interactive)
Stranger Projects, Copenhagen/Tallinn
April 2021 – present

Freelance Writer & Editor (print and web)
January 2016 – present

Associate Architecture Editor (web platform)
ArhiForum, Cluj-Napoca
June 2012 – September 2013

Columnist and Associate Art & Architecture Editor (print and web)
– Igloo Media, Bucharest
November 2011 – June 2013

Associate Architecture & Design Editor (print and web)
– Arhitext, Bucharest
February 2009 – June 2012

Freelance Translator
(printed books and magazines)
January 2006 – December 2013

Please contact me for access to a detailed account of my design and communication strategy work. A complete list of my publications is also available by request.

Experience and Achievements in the Roles

- Experienced with publishing and editorial design, content editing and curation, communication strategies, and the use, modification, and development of various custom-built CMS solutions using WordPress, Ghost, Webflow, Readymag, Craft CMS, Sanity, Kirby, and Airtable. I designed and edited print publications and websites, and re-platformed web publishing solutions.
- I liaised and worked closely with small and large teams of stakeholders (5 to >25 people)—fellow editors, writers, print and web designers, art directors and illustrators, PR and SoMe managers, advertisers and various offices, galleries, and institutions—to source, commission, edit, and design content and communication.
- I created daily, weekly, and monthly calendars for online and print publishing, assigning and leading the publication tasks, and I designed the annual publication strategy and calendar for online platforms and print magazines.
- Experienced with developmental and backfield editing, assignment and copy editing, and SoMe content strategies for specialized and general audiences. Good knowledge of communication and storytelling techniques—verbal substrates, syntactic rhetoric (structural and relational variants), semantic rhetoric (recognition and referential variants), reverse engineering in storytelling, story structuring, writing hooks, interview structuring and analysis. In addition, I have good knowledge of forecasting/backcasting, monitoring, human-centered design, ethnographic research, and design thinking techniques and strategies.
- I developed editorial concepts, columns, sections, formats, and communication strategies for projects in socio-cultural studies, architecture, art, design, philosophy, technology, and environmental studies—from naming, branding, and editorial design to writing, editing, information architecture, and design frameworks. As a freelance writer and editor, I worked on several artist books, exhibition catalogs, academic publications, and creative content writing projects.
- As an associate editor for several art, design, and architecture magazines, I published and edited over 200 articles, from short-form project presentations to over 80 long-form interviews, critical analyses, and architectural theory pieces.
- Between 2012 and 2017, I curated the content and editorial strategy of “anti-utopias.” The project was an online art platform I founded in 2011 as an experimental thematic archive of artist portfolios, artist interviews, book reviews, and a comprehensive selection of information and news about contemporary art events worldwide. Focusing on photography, installation art, video, and digital media—I published more than 900 materials in long-form and short-form to provide an alternative perspective on the interrelations between various artistic expressions.
- I developed close relationships with over 600 artists, critics, art galleries, and publishing houses worldwide, enabling me to obtain several curatorial opportunities. Through my work, I supported and made visible artists whose work has since become critically acknowledged, bringing together artists from different communities to facilitate contact and artistic exchange.
- I supervised several print issues of Arhitext magazine on various topics such as “PSYchitectures” or “Containers and Pavilions,” collaborating with architecture offices and specialists around the world, and attended international events as Arhitext magazine’s editorial and cultural attaché (e.g. Venice Biennale).
- I wrote and edited the “Possible Architectures” column for Igloo magazine between 2011 and 2013, discussing various architectural themes with illustrative projects, guest interviews, and research data.
- My writings have been published in various catalogs, magazines, and collective volumes in Germany, South Korea, UK, Portugal, Slovenia, Switzerland, and the US. They focus on video technologies, new media, online databases and archives, environmental politics, interface design, mobile and digital technology, and the intersections between art, design, cultural critique, science, and technology.
- I translated David Meerman Scott, “The New Rules of Marketing and PR: How to Use Social Media, Blogs, News releases, Online Video, and Viral Marketing to Reach Buyers Directly” (English to Romanian, Bucharest: Publica, 2010), John Whitmore, “Coaching for Performance” (English to Romanian, Bucharest: Publica, 2008), and Françoise Dastur, “La Mort. Essai sur la finitude” (French to Romanian, Bucharest, Humanitas, 2006). Between 2009 and 2013, I translated 140+ theoretical articles and project presentations in the field of art, design, and architecture (English to Romanian and Romanian to English). Some translations have been published in international books and publications in Germany, Norway, and the Netherlands.
- As a public speaker, I presented papers at various events, discussing topics such as “Ambients and Affects,” “Multi-pli-city,” “Tactical Landscapes,” “Negotiated Architectures,” “Thresholds,” “Corporeal Models,” or “Traces & Screenings.” In June 2017, I presented a paper on archival practices and forensics at the ARoS museum of contemporary art in Aarhus, Denmark.

Graphic Design Experience

Professional Roles

Freelance Graphic and Web Designer
January 2016 – presently

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Experience and Achievements in the Roles

- I designed and edited print publications and websites, and re-platformed publishing solutions for small-scale and large-scale projects, working on self-initiated and client projects.
- I previously edited and designed 8 editorial projects and I am currently editing and designing 2 books (in print and electronic format), for which I sourced over 400 materials by international artists, writers, theoreticians, and cultural practitioners.
- Experienced with storytelling and data visualization techniques, compositional techniques for communication and editorial design, automated and interactive publication using InDesign and Bütton, verbal and visual branding, and creating modular design and content systems.
- Good knowledge of typography, grids and spacing, colors, text paragraph and imagery styling, and content structuring.
- Good knowledge of visual journalism techniques to enhance the stories and content.
- Good skills using graphic design tools (Adobe InDesign and Photoshop, Affinity 2 suite (Photo/Designer/Publisher), Standards) and web graphics and prototyping tools (Sketch, Figma, Readymag, Webflow, Zenflowchart, basics in Frame, Origami Studio, and Principle).
- Good planning, research, and organizational skills.
- Good knowledge of working with web design elements (images, wear masks, layout grids, basic and advanced cards, element composition plugins), component libraries, design systems, and prototyping tools.
- Knowledge of fundamental UX and UI structures, UX research, 'cross-platform' and usability-generating solutions.
- Basic knowledge of HTML5, CSS3, and openFrameworks (code editing, CSS file linking and syntax, typographic styles, selectors, forms, transitions, and layout tools).

Curatorial, Management, and Public Speaking Experience

Professional Roles

Exhibitions Curator
January 2013 – December 2016

Content Curator and Designer
www.anti-utopias.com
Cluj-Napoca/fully remote
February 2012 – April 2017

Co-Founder and Project Manager
Xpose Art Collective / NGO in Arts
Cluj-Napoca
February 2012 – April 2017

Experience and Achievements in the Roles

- As a curator, I organized the video art group exhibition "Accumulations" (Sherin Najjar Gallery, Berlin, February–April 2013), the photography exhibitions "Stone Valley: photographs by Julieta Schildknecht" (Embassy of Brazil in London, January–February 2016, and Embassy of Brazil in Brussels, September 2016) and "After Howl: photographs by Julieta Schildknecht" (Galerie am Lindenhof, Zurich, August 2016), and the video art screening program "Sight-Building: Experimental films from Central and Eastern Europe" (ARTA cinema, Arad, June 27, 2019).
- I was a member of the curatorial board of "Fluencies: East and Central European Architecture" international architecture festival (Bucharest and Timisoara, 2011), curator in the Advisory Curatorial Board of the Moving Image video art fair (London, 2013), guest curator at the Moving Image video art fair (Istanbul, 2014), and Member of the Jury Digital Arts Competition, DARTS (Ravello, April 2015–April 2016).
- One of the four works I selected for the Moving Image video art fair in London (2013), "Solitude" by Swedish-Swiss artist Jessica Faiss, received the Moving Image Award at the fair and was included in the permanent collection of the 53 Art Museum in Guangzhou.
- Between February 2012 and April 2017, I was President of Xpose Art Collective, a non-profit cultural association in Cluj-Napoca, Romania, that I co-founded. The NGO has functioned as an independent research and publishing practice in contemporary art, design, and architecture, focusing on critical approaches and investigations with a social impact. As President, I helped the NGO to secure several research, development, and publication grants awarded by ERSTE Stiftung (Vienna) and the Calouste Gulbenkian Foundation (Lisbon).
- As a public speaker, I presented papers at various events, discussing topics such as "Ambients and Affects," "Multi-ply-city," "Tactical Landscapes," "Negotiated Architectures," "Thresholds," "Corporeal Models," or "Traces & Screenings." In June 2017, I presented a paper on archival practices and forensics at the ARoS museum of contemporary art in Aarhus, Denmark.

People Experience

Professional Roles

Digital Recruitment Consultant
The LEGO Group (via HAYS)
Copenhagen (contract/hybrid)
July–September 2022

Technical Sourcer and Design Recruiter
Ignite (formerly Tendermint)
US (full-time/fully remote)
September 2021 – June 2022

Technical Recruiter
Status
Switzerland (contract/fully remote)
May–September 2021

Recruitment and Brand Lead
SimpleSite
Copenhagen (full-time/hybrid)
September 2019 – March 2021

External Sourcing Specialist
Rubrikk (for Oslo-based roles)
Cluj-Napoca (contract/remote)
July–September 2019

**Global Research Team Lead /
Talent Acquisition Specialist**
Welocalize (for Apple Music, Apple TV,
App Store and WhatsApp divisions)
Cluj-Napoca (full-time/office-based)
August 2018 – September 2019

Experience and Achievements in the Roles

- I have worked on several short-term contracts to support digital technologies departments in defining roles and kickstarting recruitment for specific roles in London, Oslo, and Copenhagen. I sourced and recruited for tech, data, and product roles, providing insights on market trends and potential pipeline consolidation.
- At Ignite, I directed and transformed Ignite's internal sourcing strategies to help attract developers to the Cosmos ecosystem—an innovative blockchain platform for running decentralized apps, an acceleration program for developers, and an investment platform for web3 startups.
- At Status, I recruited frontend developers and product designers in mobile technologies for a cross-platform Ethereum project—a private, secure, censorship-resistant messaging app, crypto wallet, and web3 browser.
- SimpleSite hired me to set up an in-house international recruitment program and employer branding strategy. I implemented a complete sourcing, recruitment, onboarding, and employee experience function; I redesigned Career pages and communication tone; and I helped to organize IRL events to help the company build a more modern employer branding concept. I set up the company's internal protocols and recruitment strategies to attract and relocate international talent.
- At Welocalize, I have worked to set up teams for WhatsApp's London offices and specialists for the Apple Music, TV, and App Store divisions in Cork (Ireland). I also conducted smaller recruitment projects for Uber and life sciences clients in New York, Houston, and San Francisco.
- As a sourcer, I developed comprehensive sourcing techniques, including direct Boolean, X-Ray, and cross-platform search. I learned to use social media and community channels like Discord, Reddit, Stack Overflow, GitHub, Behance, various technical and creative boards, Python search, cold email, and external job boards.
- I managed full-cycle recruitment for visionary Design roles in emerging technology contexts (creative director, senior and principal product designers, UX researchers, copywriters, creative coders, and design systems leads).
- I orchestrated tailored search strings to identify local, regional, and global talent and deliver specialized candidates for office-based and distributed teams.
- I have continuously improved and transformed internal workflows and processes. I found new/alternative solutions, improved existing setups, optimized interviewing techniques, tested services and sourcing platforms, and diversified and simplified office and management tools.
- I designed interviewing stages to improve candidate experience and selection.
- I contributed to diverse and gender-balanced working environments, created prospective talent pools and pipelines, strategized closing positions to meet headcount goals and reduce time-to-hire—and envisioned new social media prospecting techniques to streamline recruitment and communication.
- I created and worked with various performance metrics, KPIs, and OKRs designed to assess pipeline success, reduce time-to-fill, diversify analytics inputs and feedback reporting, meet headcount goals, and improve candidate experience.
- I actively diversified internal cultural programs, including 'buddying' programs and pursuits for greener and more sustainable service solutions.

Education

Doctor of Philosophy—Ph.D. in Philosophy
Babeş-Bolyai University, Cluj-Napoca
October 2011 – September 2018

**Master's Degree—Philosophy and
Communication**
Babeş-Bolyai University, Cluj-Napoca
October 2009 – July 2011

Bachelor's Degree in Philosophy
Babeş-Bolyai University, Cluj-Napoca
October 2000 – July 2006

- I obtained my Ph.D. in Philosophy with a thesis titled "Archive, Discourse, and Contemporaneity. From material-discursive practices to the diffractions of discursivity," defended publicly in September 2018. I wrote about a new concept of archives inspired by decolonial theories, network theories, scientific feminism thinking around the notion of diffraction, and the forensic practices of the architecture investigation group Forensic Architecture.
- For my Master's Degree thesis, I wrote an extensive study on writing and typographic systems.
- For my Bachelor's Degree, I researched the representation of space and guilt in the writings of German philosopher Martin Heidegger.
- During my education, I obtained several non-sequential BA scholarships (among the first 10% in my generation), MA scholarships (top of the class throughout the entire MA studies cycle), and a Ph.D. grant scholarship. In addition, during my MA studies, I was awarded a Merit Scholarship for extra-curricular research activities and outstanding results in the field of philosophy.

Additional Information

Spoken Languages

Romanian
Mother Tongue

English
Full Professional Efficiency
TOEFL English test – Academic Level
Certification obtained in 2008

French
Good work efficiency
Reading and writing – good
Speaking – fair

German, Italian, Spanish, Danish
Basic knowledge

Tools, Technologies and Related Skills

Operating Systems
macOS (daily user), Microsoft (limited usage).

Office Tools
Microsoft Office/365, macOS Pages/Numbers/Keynote, Grammarly, Adobe Acrobat Pro.
Google Workspace, Ulysses, Notion, RightFont 5.

CMS Solutions
WordPress, Ghost, Craft CMS, Sanity, Kirby, Airtable, custom database/archival solutions.

Web Graphics and Prototyping
Sketch, Figma, Readymag, Webflow, Zenflowchart, basics in Frame, Origami Studio, and Principle.

Graphic Design Tools
Adobe InDesign and Photoshop, Affinity 2 suite (Photo/Designer/Publisher), Standards.

Social Media
LinkedIn, Twitter, Github, Reddit, Discord, MailChimp, Vimeo Pro, Facebook, Instagram, Hootsuite, Abyssale, Slack.

Recruitment and Engagement Tools
LinkedIn Recruiter, Greenhouse, Lever, Homerun, BambooHR, Textio, Pitch, Gem, Sana, Culture Amp, Loomio, Nolt, Grain.

Other Tools
Fathom Analytics, Plausible, Typeform.

Favourite Activities and Hobbies

- Reading – art books, tech magazines, science fiction books, manga and comics.
- Writing – exploring novel and poetry writing.
- Self-development courses – in graphic, digital, and material design practices.
- Listening to music.
- Cycling.
- Train traveling.
- Board games.

Personal Qualities

- Honest, communicative, curious, and hardworking.
- Highly organized, motivated, and responsible.
- Working by both an independent and collaborative mindset.
- Endowed with a holistic perspective on subjects, processes, and workflows.
- Empathetic, relationship-building, and active listening approach.
- Highly creative, self-reflective, and thinking-outside-the-box.
- Flexible, adaptable, and highly sociable.
- Resilient and good at stress management.