Catalin Lungulescu

Senior Graphic Designer & Art Director
Brand Systems • UI/UX • Motion • Creative Strategy

WEBSITE:
https://www.katawiz.com

EMAIL:
katawiz.info@gmail.com

LANGUAGES:
Romanian: Native
English: Advanced/Fluent

Bio

Senior Graphic Designer and Art Director with 15+ years of experience building cohesive brand and digital ecosystems across print, web, and multimedia.
I specialize in translating complex ideas into scalable visual systems, bridging creative direction with hands-on execution.
Experienced in leading cross-functional collaboration, delivering strategic design solutions aligned with business objectives and long-term brand growth.

Core Expertise

• Brand Systems & Visual Identity
• Creative Direction & Consulting
• UI Design & Digital Product Design
• Motion Graphics & 3D Visualization
• Print, Packaging & Campaign Design
• Cross-Platform Visual Strategy

Software & Technologies

Design & Production
Adobe Creative Cloud, Figma

3D & Motion
3ds Max, V-Ray, KeyShot

AI-Assisted Creative Workflows
Midjourney, Gemini/Nano Banana, Flux, ChatGPT, Seedream, Kling, Sora, Wan

Experiences

2024 - 2025
Art Direction / Senior Graphic Designer
Apus Network

Led end-to-end visual direction across branding, UI/UX systems, and campaign execution. Provide art direction and creative consulting to maintain consistent brand messaging across multiple platforms.

Conceptualize and produce motion graphics, 3D renders, and video content that strengthen brand storytelling.

2021 - 2024
Senior Graphic Designer
Polker

Directed visual strategy for web and mobile platforms, ensuring cohesive brand presence across digital touchpoints.

Produced marketing visuals, UI/UX design assets, and promotional videos to support product launches and community growth.

Collaborated closely with developers and UX teams to design graphic assets for interactive experiences and games. Oversaw design production timelines, delivering projects under tight deadlines without compromising quality.

2019 - 2021
Freelance Graphic Designer
Upwork

Delivered comprehensive branding and digital design solutions for international clients, spanning identity systems, packaging, campaign visuals, and large-format production.

Created animations, 3D renders, and video content that enhanced client storytelling and digital presence, consistently meeting tight deadlines while maintaining high design quality.

2007 - 2019
Art Direction / Senior Graphic Designer
Global Marketing Resources, LLC

Directed creative projects across branding, packaging, and marketing materials, ensuring alignment with brand standards and business goals.

Collaborated with design teams and external vendors to deliver high-quality graphics for print and digital platforms.

Produced 2D/3D assets, animations, and video commercials that enhanced brand visibility and customer engagement.

Partnered with cross-functional teams to design websites and UX/UI interfaces, driving consistency across all platforms.