



# Catalin Lungulescu

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

## WEBSITE:

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## 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.

