

Cătălin Lungulescu

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

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BIO

I'm a senior graphic designer and art director working across brand systems, visual identity, UI design, motion, 3D visualization, and campaign production.

My background started in hands-on graphic production and grew into broader visual direction, connecting identity, digital interfaces, campaigns, packaging, and multimedia assets into coherent systems.

I approach projects from concept to final execution, balancing clear visual direction with practical production workflows.

Languages

Romanian: Native
English: Fluent

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
- AI-Integrated Creative Production

TOOLS

Design & Production

Adobe Creative Cloud, Figma

3D & Motion

3ds Max, V-Ray, KeyShot

AI-Assisted Creative Workflows

Midjourney, Gemini/Nano Banana, ChatGPT, Seedance, Kling, Veo

EXPERIENCE

2024-2025

Art Direction / Senior Graphic Designer

Apus Network

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

Conceptualized and produced motion graphics, 3D renders, and video content that strengthened 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.

