

Mihali Dan Alexandru

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Skills

Retouching | Compositing | Matte- painting | Concept creation | Design research | Editorial design | Sketching
| Illustrating | Branding | Video editing | 3D Modelling | Geometry Nodes | Image Diffusion models |
| UX Research | UI Design |

Software

Adobe Photoshop | Adobe InDesign | Adobe Illustrator | CorelDraw | Adobe Premiere Pro | Adobe After Effects
| Capture One | DaVinci Resolve | Blender | Unreal Engine | Stable Diffusion AI | Automatic 1111 | Figma |

Experience

Aug. 2021- Now **Art Director** **Aspirin Studio** **Bucharest, Romania**

- Creating Film Pitch Decks for production companies in France, Austria, UK and USA. I was able to quickly learn the process, develop projects that would help creators earn the necessary funds for production, and increase the revenue of the company by 15%. Occasionally I would lead a small team of colleagues and maintain communication with the client throughout the project.
- Developing marketing materials for Netflix, in the form of visual conceptual compositions for various shows and films around the world, namely: France, Belgium, UK and South Africa. This mainly involved retouching, compositing shots and grading them with Adobe Photoshop.
- Key Art production, sale posters and pitch posters for films and series, using a variety of assets ranging from film stills, stock images and assets resulted from in- house photoshooting sessions. I was involved in the research and concept development process, creating ideas and sketching up compositions for clients.

Sep. 2019- Jul. 2021 **Graphic Designer** **Realeye 360** **Oradea, Romania**

- Working as a photography retoucher and production assistant for a start-up creating 360° product photography for online stores. I was also involved in branding projects, developing materials for off-line marketing and large- scale printing.

Jan. 2020- Jul. 2021 **Video editor** **Careers Center** **Oradea, Romania**

- Assisting the production of educational videos, editing them, creating animated visuals and adding subtitles.

Sep. 2018- Now **Graphic Designer** **OxygenArt** **Cluj-Napoca, Romania**

- Initially hired as a manual labourer, I was able to fulfil all the design needs of my employer. Since then, we've collaborated on numerous design projects. In addition, I've assisted the team in creating the identity and merchandise for the last three editions of "BBHC- Romania", the largest traditional archery contest in our country.

Apr. 2014- May 2019 **Freelance Digital Illustrator** **99 Designs**

- Creating digital illustrations in various styles for authors looking to publish their books, online or off-line. During this time, I have developed great communication skills, working with clients from all over the world.

Education

Apr. 2021- Jul. 2021 **UX Design Course** **Școala Informală de IT**

- Weekend online courses spanning over four months where I learned the process of developing a good User Experience. My final project consisted in improving the existing Covid Vaccine Government Platform and creating a proptotype that would showcase my solutions.

Oct. 2019- Jul. 2021 **Master's of Fine Art** **University of Oradea** **Oradea, Romania**

- Learning about Art History and artists' approach and philosophy. My final project involved combining traditional painting techniques and typography as an aesthetic expression to create artworks that would question the relationship between our understanding of words and how we relate to their meaning.

Oct. 2013- Jul. 2016 **Bachelor's of Visual Arts** **University of Arts and Design** **Cluj- Napoca, Romania**

- Basic level classes introducing the three main types of design (graphic, product and interior). My final project consisted in creating an autonomous gym experience using shipping containers as a temporary structure solution.