

# Calin Radu

Designer & Art Director

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## Contact

<b>Website</b>	<a href="http://calinradu.com">calinradu.com</a>	<b>Phone</b>	<a href="tel:+447459635058">+44 7459 635 058</a>
<b>Email</b>	<a href="mailto:hello@calinradu.com">hello@calinradu.com</a>	<b>YunoJuno</b>	<a href="http://app.yunojuno.com/p/calin-radu/">app.yunojuno.com/p/calin-radu/</a>
<b>LinkedIn</b>	<a href="https://linkedin.com/in/mrcalin">linkedin.com/in/mrcalin</a>		

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## Professional Experience

### Independent Designer & Art Director

September 2017 – Present

From September 2017 to present, I have operated as an independent designer providing services to various clients, including design studios, advertising agencies, startups and corporate entities.

Notable past collaborators include:

- **Agent3**
- **Cheil UK**
- **Contented Group**
- **Designhouse**
- **Edelman UK**
- **eg+ Worldwide**
- **hackajob**
- **IBM Experis**
- **Keko London**
- **LloydsDirect**
- **Ogilvy UK**
- **Propulse Video**
- **Publicis**
- **Saatchi & Saatchi**
- **Signal Noise**
- **The Economist**
- **The Online Studio**
- **Toaster**
- **Transperfect**
- **ustwo**

As a multidisciplinary designer, I have successfully applied my extensive skills to diverse projects encompassing art direction, print and digital design, branding and identity development, illustration, motion graphics, and UI/UX design. Throughout the years, I have worked with a diverse clientele and delivered exceptional results, including but not limited to the following accounts:

- **Adobe**
- **Auth0**
- **Gillette**
- **H&S**
- **Haier**
- **HAVI**
- **Huawei**
- **Jaguar Land Rover**
- **KFC**
- **McDonalds**
- **Nivea**
- **Nissan**
- **P&G**
- **Salesforce**
- **Samsung**
- **Tableau**
- **Vodafone**

A more detailed work history timeline for this period can be seen on my [YunoJuno](#) & [LinkedIn](#) profile.

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### Digital Designer | Cheil UK

April 2019 - November 2019

Working mainly on the Samsung website and product launches (S10 & Note10), for UK and Europe.

My job responsibilities ranged from UI/UX to motion graphics and video editing.

Clients: Samsung, Nivea, Tik Tok, Jumping Pans

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### Art Director | Linkman Communication

December 2016 – September 2017

My role involved a diverse range of responsibilities, including developing art direction for advertising campaigns, creating visual content for social media, designing materials for printing, motion graphics animations and sport broadcast graphics for the Romanian Football Federation.

## Professional Experience

### **Jr. Art Director | Saatchi & Saatchi + The Geeks**

July 2016 – December 2016

The role involved working in a team with a copywriter, developing concepts for campaigns, as well as creating the art direction and applying it on different channels, from online to print.  
Clients: Vodafone, OLX, Tefal, Rowenta, Bucovina, Groupama, Timisoreana and Fortuna.

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### **Illustrator & Graphic Designer | Designious**

September 2015 – May 2016

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### **Freelance Graphic Designer & Illustrator | Herald Publishing House**

March 2015 – June 2015

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### **Graphic Designer Trainee | QB Promotion & Advertising**

September 2014 – January 2015

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## Education

### **ADC\*RO Advertising School Graduate | Art Directors Club of Romania**

Bucharest, Romania / December 2015 - March 2016

### **Erasmus 2nd Year Student | Accademia di Belle Arti di Bologna**

October 2013 - July 2014 / Bologna, Italy

### **BA in Visual Arts | Bucharest National University of Arts**

Bucharest, Romania / September 2012 - July 2015

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## Awards

### **Silver Drum | Golden Drum Festival 2019**

Independent Art Director working with Mainstage Agency for KFC & UNTOLD Festival 'Haunted Camping'

### **Silver in Social Media & Apps | Internetics 2016**

Saatchi & Saatchi + The Geeks Bucharest Agency for Rowenta's 'The Vacuum Helper'

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## Skills & Expertise

### **Languages**

English - Full Professional Proficiency  
Romanian - Native  
Italian - Beginner  
French - Beginner

### **Software**

Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe InDesign  
Adobe Premiere  
Adobe Xd  
Figma  
Invision  
Sketch  
Wordpress  
Elementor  
Zeplin

### **Services**

Art Direction  
Artworking  
Branding & Identity  
Conceptualization  
Digital Design  
Illustration  
Motion Graphics  
Print Design  
Storyboarding  
Drawing & Painting  
UI/UX  
Web Design