TRIFOI CLAUDIU

Senior Graphic Designer I Product & Visual Designer

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SUMMARY

Graphic and visual designer with experience spanning branding, packaging, web design, illustration, and product/automotive design. Design stayed central across every role from marketing materials and presentation design to shaping how things look as well as how they work. Comfortable moving between client-facing creative work and detail-driven technical projects.

SKILLS

Strongest in Adobe Photoshop and CorelDRAW. Also **confident** with Adobe Illustrator, Adobe InDesign, and ANSA. **Familiar** with the Affinity Suite and Adobe Premiere Pro, with basic experience in DaVinci Resolve. Work across the wider Adobe Creative Suite / Creative Cloud as needed.

Design Disciplines: Brand Identity & Guidelines · Packaging Design & Pre-Press (CMYK, bleed) · Typography & Layout · Vector Illustration · Presentation & Infographic Design · Project Management · Motion Graphics · Print Design · Color Theory · Photo Editing · Retouching · Social Media Design · Vehicle Wrap Design

DESIGN EXPERIENCE

Senior Graphic Designer - **Advertising Solutions** *[2017-2019]*

- Created packaging designs for commercial clients, handling production from concept through print-ready files.
- Designed rally-car liveries for Napoca Rally Academy, applying brand and typography design to race cars.
- Worked with Simone Tempestini, WRC Junior World Champion, on motorsport visual projects.

Lead Graphic Designer / Marketing Specialist - **Ambart** *[2015-2018]*

- Created graphic design and packaging solutions for multiple commercial brands, keeping a consistent visual identity.
- Worked with clients including SaladBox, Noodle Pack, Five to Go, Bristot, Marty Restaurants, Bizo, Panemar, and La Casa.
- Combined creative design work with marketing goals to support brand positioning.
- Also handled web design, print materials, and catalogues including plotter-cut production working across the full design process.

Browser Game Designer / Illustrator - **Empire Games** *[2013-2015]*

- Designed browser games and illustrations, building visual style and artwork from concept to final.
- Created visual content for major gaming websites, including Miniclip.com.

ADDITIONAL EXPERIENCE

Senior Project Engineer / Project Manager - **Tecosim** *[2024-2026]*

- Designed presentation decks and infographics, turning technical work into clear visuals for clients. including
- Managed client-facing projects while staying hands-on with visual communication and reporting.
- Clients: Forseven, McLaren, Ceer, and Rivian.

Aerodynamics Engineer - **Bertrandt** *[2022-2024]*

- Worked on vehicle airflow design, balancing how the car performs with how it looks.
- Turned technical performance data into visuals for engineering and client review.
- Clients: Porsche, BMW, Volkswagen and Audi

Industrial Designer / Mechanical Engineer - **ARRK RnD** *[2019-2022]*

- Worked on Ford and BMW vehicle crash-safety projects, balancing engineering and design needs.
- Produced marketing materials, flyers, and web/banner designs alongside engineering work.
- Designed presentation decks and infographics for internal and client reporting.
- Clients: BMW, Volkswagen, Audi, Rolls-Royce and Mercedes

FREELANCE DESIGN - **International Clients** *[2010-2026]*

- Freelance graphic design and branding work for clients across the world covering packaging, illustration, and visual identity.

EDUCATION / LANGUAGES

Bachelor's Degree - U.A.D. Cluj-Napoca

Romanian (Native) · English (Fluent)