

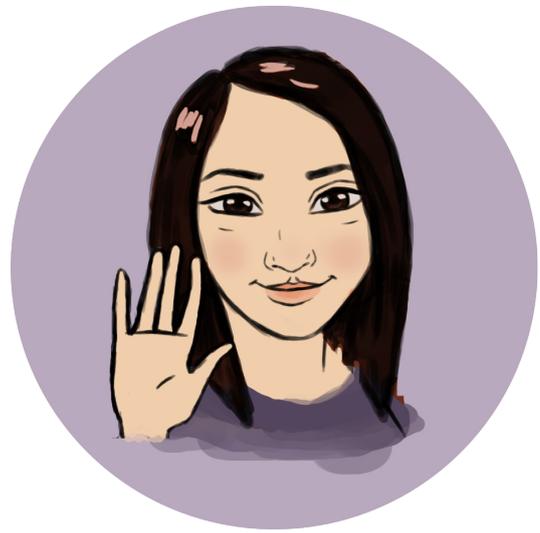
# Mădălina Mocanu

Illustrator & concept artist

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## PROFILE

Illustrator & concept artist with a background in fine art and graphic design, currently working as an illustrator in-house for Santoro London on their innovative 3D pop-up cards and their trademark Gorjuss range.

Outside of my full-time employment, I also work freelance with various clients mainly on illustration and design projects, most notably with the luxury handbag company Ethan K on comic book pages, wallpaper designs for Harrods and animated clips.

Even though my current job is largely illustration based, I am also passionate about many other creative endeavours, including animation, photography, video and graphic design.

## SKILLS

Excellent knowledge of Photoshop (image making/editing and animating), Illustrator, ArtRage, InDesign, Premiere Pro, Lightroom and most traditional media (graphite, charcoal, ink, watercolours and acrylics). Very good working skills in, Flash, WordPress, Microsoft Word and Power Point. Good and beginner skills in Unity, Maya and After Effects.

Some of my hobbies include:

Learning new software/ skills, photography, reading, travelling and sketching people on the tube.

## EDUCATION

**Illustration and Graphics - graduated with a First-Class Honours Degree BA Hons**

Coventry University, Coventry, United Kingdom (2010- 2013)

**Graphics and Fine Art - graduated with an 87% International Baccalaureate**

“Stefan Luchian” High School/College of Arts, Botosani, Romania (2002- 2010)

## EXPERIENCE

**-Illustrator for Santoro London** (Jan 2016- present):

Mainly work ranging from illustrating 2D and 3D pop-up cards in varied popular styles, to working on their trademark characters and creating new ones for future product ranges.

For new projects, I normally get to come up with styles and develop them according to specific commercial needs, but I've also had the great opportunity to transform the Gorjuss range, make it more modern and appealing to a wider audience.

As a more senior illustrator, I also get to teach and support new illustrators with their workflow and software issues, and occasionally give them technical advice on their work.

Other work also includes storyboards for animation, character turnarounds, creating icons or modifying existing artwork, sculpting 3D clay models for different stationary products (key rings, erasers, pen toppers etc), product photography, clipping and colour adjusting.

**-Digital Designer Internship with Blue Baboon Digital (2015):**

My role as a digital designer was very diverse, ranging from designing rough web pages for pitches, to creating the team's low-poly vector portraits, marketing material for We Make Footballers (leaflets, brochures, posters, social media content) and doing photography and photo editing (for JCM London and Kicking Ribbons)

**-Placement through Coventry University (2012):**

My role was to illustrate the 'Coventry Words' E-book of short stories and poems with original watercolour paintings. I also assisted in designing the front cover and CD booklet for a series of children's stories.

**Freelance work:**

- Comic book pages for the luxury handbag company Ethan K, to tell the story of how each bespoke bag has been created and for whom. (2015- present)
- UI and UX design for music plug-ins and apps. (2015- present)
- Animation for Ethan K, as well as created patterns and other artwork for their rebranding campaign (currently displayed on their new website and in Harrods). (2016)
- Marketing material for print (leaflets, posters, booklets, banners) and digital (social media promotion and downloadable PDFs for the website) for We Make Footballers. (2015)
- Jewellery photography and photo editing for JCM London. (2015)
- Character design, illustration and animation for Metropolis studios (2015)
- Vector illustrations and graphic design for a book on music recording for Focal Press. (2014-2015)
- Vector logo and packaging designs for Imperial Candles. (2014)
- Illustration and the story for a short comic book, that served as a prequel to a science fiction story brought to life through the fusion of live electronic music and theatre. (2013)
- Logo design (for start-up businesses, music studios and avatars). (2013)
- Album and booklet design for various bands. (2013- present)

**Exhibitions and competitions:**

- Free Range Art and Design Exhibition (London, UK) (2013)
- Degree Show Exhibition- Coventry School of Art and Design (Coventry, UK) (2013)  
For this, I also designed 50+ exhibition boards, got them ready for print and helped mount and display them in the exhibition area. (2013)
- Final Year Exhibition for 'Stefan Luchian' Art High School Graduates (Botosani, Romania) (2009,2010)
- Annual Competition-'Stefan Luchian' Tribute- won 1st place (Botosani, Romania) (2009, 2010)
- Annual Art Exhibition-'Stefan Luchian' Tribute (Botosani, Romania) (2010)
- Visual Arts National Olympiad- won 5th place (Piatra Neamt, Romania) (2010))
- Visual Arts National Olympiad- won 3rd place (Targu Jiu, Romania) (2009)
- National Design Competition 'Ilie Marineanu' - won 1st place (Craiova, Romania) (2008)

## REFERENCES

- Andy Spackman (Course Director and Senior Lecturer in Illustration & Graphics)
- Jason Freeman (Managing Director at Santoro London)  
Details available on request