

# 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 a freelancer. Up until recently I was an in house illustrator for Santoro London, doing character design and illustration for their 3D pop-up cards and their Gorjuss range. Outside of my full-time employment, I've also worked freelance for various clients, most notably Ford, Focal Press and luxury handbag company Ethan K. Even though my career is largely illustration and concept art based, I am also passionate about many other creative endeavours like animation, photography, video and graphic design.

## SKILLS

Excellent knowledge of Photoshop (image making/editing and animating), Procreate, Illustrator, 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 skills in After Effects, Maya and Unity.

Some of my hobbies include:

Learning new software/ skills, indoor climbing, photography, reading, and travelling.

## EDUCATION

### Illustration and Graphics - First-Class Honours Degree BA Hons

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

### Graphics and Fine Art - 87% International Baccalaureate

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

## EXPERIENCE

### Illustrator for Santoro London (Jan 2016 - Sept 2018):

My work was mainly based on illustration, character and environment design and I was required to adhere to a different illustration style for every card I did. I often got to come up with the visual aesthetic and develop it from concept to final execution according to the commercial needs of the project.

I've also had the great opportunity to transform the Gorjuss range, making it more modern and appealing to a wider audience, whilst also working on other trademark and licensed characters for future product ranges.

As I was in a senior position, I also got to teach and support new illustrators with their workflow and software issues, whilst also giving them feedback and advice on their work.

Other work also included storyboards for animation, character turnarounds, creating icons, 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 (2013- present):

- Filming, video editing and creating After Effects graphics for a music course for Swell Audio (2018 - present)
- Type and artwork for Ford on their 'Share the road' project. (2018)
- Portraits and caricatures for Adam Osbourne Art and Alton Towers (2018 - present)
- Animations, comic book pages, illustrations for the luxury handbag company Ethan K, as well as wallpaper designs for their store in Harrods. (2015 - present)
- UI and UX design for music plug-ins and apps. (2015 - present)
- Marketing material for print (leaflets, posters, booklets, banners) and digital (social media promotion and 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)
- 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 and branding (for start-ups, music studios). (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

- Joanne Paul (Studio Manager at Santoro London)
  - Peter Dowsett (Audio Production Tips/ Swell Audio)
  - Andy Spackman (Course Director and Senior Lecturer in Illustration & Graphics)
- Details available on request