



# SEBASTIAN HEROIU \* Art Director/Designer

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age: 29  
status: self-employed

## QUALIFICATIONS SUMMARY

I am a creative individual packed with the full skills and experiences required for a non-traditional approach to communicating messages that span all media channels.

My portfolio includes integrated campaigns, DM, in-store activations, photography, games, short films and more than 50 web-sites.

## SKILLS

Mac/PC: Photoshop, Illustrator, InDesign, Freehand, Flash, DreamWeaver, Quark, CorelDRAW, FinalCut Pro, AfterEffects, Avid, Office, Nuendo, a bit of Logic  
My equipment: macbook, lights, Korg workstation

## EDUCATION

2008 Summer  
London Film School - three Film Directing Workshops  
2000-2005  
UNATC Bucharest - Animation and Film Editing  
1991-1999  
Art High School, Constanta - Graphic Design  
1992 Oct  
Children Book Graphic Design Workshop at  
Yokohama Museum of Modern Arts

## AWARDS

- '08 Erasmus Euromedia: 'Disorient Express'
- AD'OR '06: Best TVC in the financial category and nomination in best of show for BRD Groupe Soci t  G n rale cards campaign
- Cinemaiubit '04: Special animation prize - 'Bars' and 2nd prize for 'A fist full of candies' poster
- Cannes Water Festival '03: International prize for water: young innovators (Danube Delta CD-ROM)
- '99 'Nagy Istvan' international graphic design and illustration contest: 2nd prize
- '98 AOA Constanta Illustration Awards: grand prize
- '97 Maersk Constanta Calendars Contest: 1st prize
- '94 Arte Grafica Tambre Italia Illustration: 3rd prize

## PROFESSIONAL BACKGROUND

### '07 **FREELANCER, LONDON**

**Art Director/Illustrator at the Jewish Quarterly**  
**Senior Designer/Art Director at TMG**

Flash banners: Harveys Furniture, Reed Smith  
Websites: Domino, Bordeaux Wine Investment, Specialist Scools and Academies Trust, TMG  
Identity: Vinum Fine Wine Fund and ZZ-Rider

### **Other**

Web Sites: Rich Atherton, Paula Popa and Monooka  
Identity: London ISSTIP, RPHM, Enescu Society  
Motion Graphics: 'Platformer's delight' video installation at Shunt; 'Contemporary Folklore' at WW Gallery  
Book cover design: 'The 3 Secrets of Sammy'  
Short Film Editing: 'Disorient Express' funded by The Romanian Cultural Institute in London

### '05 **ART DIRECTOR, ADV EURO RSCG BUCHAREST**

Integrated campaigns: LG, Cif, Domestos and BRD Groupe Societe Generale  
DM: Vichy, Texaco, Cofidis  
Package design and photography: Vichy, Again  
Freelance work: Sushimania home delivery identity

### '04 **ART DIRECTOR, DDB BUCHAREST**

Integrated campaigns: Knorr, Ifantis, Mothercare  
Print: The National Consumer Protection Agency, AlphaBank, Interamerican  
POP materials: McDonald's, Fa, Zewa

### '04 **ART DIRECTOR, BMP ADVERTISING BUCHAREST**

Print and Outdoor: Viagra, Visine, Ben-Gay  
DM: Sortis, Aricept

### '03 **ASSISTANT EDITOR, ARMADA PICTURES**

'One point O' Feature film directed by J. Renfroe  
**EDITOR / ANIMATOR**  
Various short films, animations and documentaries on 16mm, 35mm, Beta and DV

### '00 **FREELANCE ART DIRECTOR**

Web design: PizzaHut, KFC, IBM / ProSoft Solutions  
Identity, DM: Codecs, Aztec Inflatables  
Multimedia Design: 'Danube Delta'

### '97 **GRAPHIC DESIGNER, TORNADO, CONSTANTA**

ID, brochures, web design, booth design, print ads:  
Canon, Compaq, Allied Telesyn, Philips