

C.V.

+40723.155.921

✉ claudiu.rujan@gmail.com

<https://claudiu.cvrij.ro>



Claudiu V. RUJAN

- multidisciplinary designer
- photographer
- video shooter, video editor
- lengthy professional experience in: *graphic design, imagery, creative marketing, e-Learning, multimedia, digital art*
- extended involvement in large and corporate projects

Software I use

Ps Adobe Photoshop
Ai Adobe Illustrator
Id Adobe InDesign

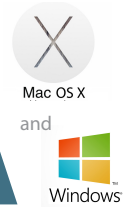
DaVinci Resolve
Pr Adobe Premiere Pro
Ae Adobe AfterEffects

Light Tracer Render
Blender
Meta Spark AR

Topaz Labs Suite
Concepts Draw
Figma

VYOND Vyond (former GoAnimate)
ceros Ceros
Mental Canvas

I work on:



Studies

The National Arts University (Bucharest) – Masters Degree in Imagery & Graphic Design
The National University of Bucharest – Foreign Languages Faculty; GERMAN branch
German High School JOHANNES HONTERUS (Brasov)

Special studies

2022 - Graphic Design for Architectural Spaces (Domestika)
 2021 - Virtual Filters with Meta Spark Studio (Skillshare)
 2020 - DaVinci Resolve Studio (FilmSimplified)
 2019 - Isometric Perspective Illustration (LinkedIn Learning)
 2019 - Animated Explainer Videos with Vyond (Udemy)
 2018 - Multimedia Specialist - Video skills (LinkedIn Learning)
 2017 - AfterEffects Series with Louay Zambarakji (Udemy)
 2016 - Adobe Premiere Series with Joey Vanderput (Skillshare)
 2015 - Calligraphy - Foundational and Gothic style
 2012 - Extended Photography Foundations with Ben Long (Lynda.com)
 2004 - Cisco Networking Academy
 1998 - School of Arts Brasov – Drawing & Painting

Foreign Languages:

German – advanced, speaking & written
English – advanced, speaking & written

Professional Experience

2020 - 2024

Honeywell Aerospace - "THE FUTURE IS WHAT WE MAKE IT"
 (Honeywell International)

Honeywell | Aerospace

Position: Creative Expert II (Global Marketing) for digital, print and interactive projects, Creative also inside the Corporate function.

Responsibilities:

As a Marketing Creative in Honeywell Aerospace, I covered • projects related not only to Airlines sector, but also • the Business/Private Aviation, • Space and • Defense sectors - all while ensuring the consistent show of presence of the Honeywell Brand, in sync with Honeywell Corporate.

I covered • digital initiatives (*advertising projects, screen assets, interactive output*) • traditional creative ones (*concept imagery, key visuals, visual identity for technology programs, logos*) • tradeshow specific ones (*booths/chalet designs for expo events like Dubai Air Show, Eurosatory, SeaAirSpace, etc.*) • classic corporate product-literature work (*brochures, whitepapers, presentations*). • Also video work was in the mix, for tradeshow/expo projects.

• 3D work was also involved, for the development of specific key visuals into hero images (especially Advanced Air Mobility - electric passenger aircraft and cargo drones).

• Brand consistency was key at Honeywell, but also "do more" within its specific Brand Book constraints or through lateral thinking/approach.

• In case of Hon Aerospace projects, it also required a clear knowledge and understanding of aerospace technologies and products, as well for the Space and the Defense sector.

2019 - 2020

STEFANINI Group - *"Global Digital A.I. and IT Solutions for the future"*
(Stefanini Romania)



Position: Creative expert for video & graphic design (EMEA Region)

Responsibilities:

- A multifunctional creative position where I shifted my center of gravity from • graphic design & brand expertise towards • video production • video editing to create corporate multimedia content.
- I've dealt with global, european and local marketing campaigns, generating design pieces for each, as they included graphic design & brand support works but more often multimedia content.
 - A lot of editing & filming- presentation movies, conference videos, event photography. I regularly switched back&forth from video to graphic design and back, as project requests were quite diverse.
 - was part of the core team for the company's rebranding process, by collaborating internationally in a global design effort to generate the best outcome
 - also supported Sales teams a lot with presentations designs for client visits and sales pitches

2018

BearingPoint - *"Global Consulting, Solutions and Ventures"*
(BearingPoint Romania)



Position: Senior Design Consultant in Firm-wide Marketing (Digital, Print, &Video)

Responsibilities:

- Develop the company's assets - whitepapers, case-studies, presentations, brochures, catalogues, infographics, banners, clips;
- Mentor junior designers and other team members
- Create presentations needed by Product&Sales • Support for Social Media and local Marketing
- Act as link between company and existing production suppliers and finding, assessing & selecting new ones as well.

2017 - 2020

Con Sabor Dance School



Dance Instructor - Social Latino dance styles (salsa, bachata, kizomba)

- Onboarding & mentoring new people into the universe of social latino dancing.

2015 - 2017

TEMENOS - *"The software specialist for banking and finance"*
(Temenos Romania)



Position: Senior Design Analyst in Global Marketing / Sales & Strategy -
(Digital, Print, Events&Video)

Responsibilities:

- Key member of the company's rebranding process - strategy creative thinking, execution
- In charge of redesigning & developing the company's assets (whitepapers, case-studies, presentations, brochures, catalogs, infographics, banners, clips)
- Responsible for the recruitment of junior designers
- Creator of presentations and collateral for Sales.

2014 - 2018

Freelance Designer - claudiovisual studio



Freelancing for various projects in these domains:

- Web • Print • Logos • Photography • e-Learning Design

2012 - 2013

EUROCOR IECC - *The European Institute For Courses Via Mail/Web*



Position: Designer (print&web)

Responsibilities: • In charge of the graphical and layout development of "learn-it-yourself" courses created by the Eurocor Institute • tasked with the creation of marketing graphics, be it offline (flyers) or online (webbanners, newsletters) • mobile app design

2011 - 2012

HUMANITAS Group



*Humanitas publishing house, Humanitas Multimedia,
Humanitas Digital and Humanitas Bookstores*

Position: Designer (print&web)

Responsibilities:

- produced works for: • Humanitas Bookstores (*marketing graphics*), • Humanitas Group entity (catalogues & other presentation materials); • Humanitas Publishing House & Humanitas FICTION Publishing House (*artworks and designs for campaigns, booklaunches and various events*);
- Humanitas Online (*web & newsletter designs & banners*)

2010 - 2011

ROMANIAN CULTURAL INSTITUTE

Romania's institution tasked with representing the national culture & civilization abroad and inland.

Position: Designer (print)

Responsibilities:

- Art directing, designing and final implementation of Romanian Cultural Institute's (ICR) projects
- production of various marketing pieces used for the Institute's events (photo exhibitions, book launches, film screenings, symposiums, painting exhibitions, etc.).



2008 - 2010

Computer Games Online - www.computergames.ro + www.pgl.ro

Portal, gaming community and videogames e-shop

Position: Designer (web&print)

Responsibilities:

- In charge of the portal's visual identity (plus other related websites) • the graphic development of the ComputerGames brand • also in charge of creation and design of various marketing pieces, ranging from web banners and site branding to offline media (brochures, merchandising - t-shirts, etc.)



2008

LeoBurnett - iLeo Marketing Interactiv

'Leo Burnett Romania' multimedia & interactive division

Position: Art/Designer (web)

Responsibilities:

- Art directing for web/interactive projects – • websites • banners • newsletters • web graphics
- logo design • interactive elements • animated MMS for mobile based ad campaigns.

2004 - 2008

Jurnalul National

Romania's No.1 daily newspaper

Position: Photo editor / Designer

Responsibilities:

- Expertise for newspaper redesign and its family of print magazines • Website redesign expertise
- Ad designs • Editorial and artistic photo editing for the newspaper's cover stories and various ones • Photo editing, restoration and retouching • Photo management

2003 - 2004

Britcom System S.R.L

Telecom equipment distributor

Position: Photographer & Designer

Responsibilities: • Product line photography • ads creation • catalogue design



1999 - 2002

"Autoturism" Magazine

Automotive magazine published by the Romanian Automobile Club

Position: automotive journalist

Responsibilities: • test-drive reports • automotive industry and car technology stories

- car photography • Photoshop editing



Please visit my portfolio:

<https://claudiu.cvrj.ro>



Thank you.