

Daniel Oprea

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Personal statement

With over 9 years experience in the creative industry, I have worked in a wide variety of media, from books and printed advertisement to commercials, short films, websites and video games. I have worked as an Art Director in the past few years and managed to reach a Senior status by achieving good results and delivering content at industry standard level.

Key Skills

- Strong animation skills in any kind of environment, web interactive or video/film
- Ability to prioritise and deal with multiple projects within tight deadlines
- Knowledge of all Adobe Creative Suite
- Strong conceptual thinking, rapid prototyping and storyboarding skills
- 3D, 2D and audio technical skills
- Strong knowledge in using Autodesk 3dsMax

Experience

Senior Digital Art Director, MullenLowe Profero, Bucharest, Romania

(March 2016 - present)

Achievements and responsibilities:

- Responsible with the overall artistic consistency in a project
- Working with a team to start a project from concept to finish
- 3D modeling, rigging and animation
- Developing creative campaigns for all media channels
- Responsive web design
- Ux

Digital Designer, Interactive Schools, UK

(February 2015 – March 2015)

Achievements and responsibilities:

- Responsive web design

- Print design

Lead Artist/Owner, Third World Pixel, Indie games, UK
(2014)

Main Project:

<http://www.indiedb.com/games/hive-wars>

Developing an indie game title, Hive Wars, as a Lead artist with multiple responsibilities such as:

- Art direction
- 3D artist
- Animator
- Concept artist
- 3D assets in game implementation (Unity game engine)
- Storyline
- Gameplay concept

Art Director, SENIORHYPER, Bucharest, Romania
(June 2013 - October 2013)

Achievements and responsibilities:

- Responsible with the overall artistic consistency in a project
- Working with a team to start a project from concept to finish
- 3D modeling, rigging and animation
- Meeting with clients representing the Creative department
- Creating web visuals and interactive web animations, in Adobe Flash and Adobe Photoshop for further development in the programming department.
- Production of video Case Studies
- WebAward for Outstanding Achievement in Web Development <http://www.webaward.org/winner.asp?eid=25341#.U-I7rPldV8G>

Art Director, Senior Interactive, Bucharest, Romania
(May 2011 - June 2013)

Achievements and responsibilities:

- Responsible with the overall artistic consistency in a project
- Working with a team to start a project from concept to finish
- 3D modelling, rigging and animation
- Meeting with clients representing the Creative department
- Creating web visuals and interactive web animations, in Adobe Flash and Adobe Photoshop for further development in the programming department.
- Production of video Case Studies
- Winner – Fast Moving Consumer Goods – Direct Communication <https://www.youtube.com/watch?v=bzAWWj5Wlzc>
- Best Events Mobile Application <http://www.mobile-webaward.org/mwa/winner.asp?eid=1164>

- WebAward for Outstanding Website <http://www.webaward.org/winner.asp?eid=18304#.U-JDVvldV8E>

Computer assisted design specialist, Litera Publishing House, Bucharest, Romania

(October 2009 - January 2011)

Achievements and responsibilities:

- In charge of the online and offline promotional content of the publishing house which included books covers, books/magazines interior advertisement, big size posters in the outside public spaces, TV commercials(audio/video), online newsletter, publishing house's website coordinator, layout design, publishing house's website management.
- Part of the Educational Project SEI4 and CES, a government project from the Minister of Education and Research I was responsible with creating interactive learning software for implementation in schools. My role was to create graphics, illustrations, 2D&3D animations, audio and flash action script 2.0 development.

Graphic Designer, Ascensys, Bucharest, Romania

(June 2009 - October 2009)

Achievements and responsibilities:

- Creating interactive learning software for implementation in international schools all over the world in Ael Lessons Project
- 2D animations
- Vector graphics
- Flash development

Web Designer/Flash developer, Serimage Laser .co, Iasi, Romania

(June 2008 - October 2008)

Achievements and responsibilities:

- Developing and publishing flash websites
- Desktop publishing (DTP)

Web Designer/Flash developer, Educatus media and design, Iasi, Romania

(October 2007 - June 2008)

Achievements and responsibilities:

- Developing and publishing flash websites
- 2D flash animation (banners, games, sites)

Education

Kingston University

(September 2013 - October 2014)

MA (Master of Arts)- Computer Animation with Distinction

George Enescu Art University

(September 2004 -June 2008)

BA (Bachelor of Arts) in Advertising Graphics

Portfolio

Official page:<http://animacore.com/>

SHOWREEL : <https://youtu.be/4wuXAiwENpM>

Behance: <https://www.behance.net/yoshistory>

Sketchfab: <https://sketchfab.com/yoshistory>

Linkedin: https://www.linkedin.com/profile/view?id=68615095&trk=spm_pic