

FLORIN POSTOLACHE

Motion Graphics Designer



PROFILE

Largely self taught, I became a graphic designer and quickly realized that along with UI/UX principles, this is the fundamental basis to effectively convey clear and impactful messages through animation and visual effects.

Going forward, I'm constantly trying to improve my skills, exploring and perfecting areas such as 3D modeling and rendering, audio design and web design.

Drop me a message, tell me about your project and I'm sure we'll find a way to create great stuff together!

Get in touch



www.phk-designs.com



florin.postolache@gmail.com



+40723 192 479



[linkedin.com/in/florinpostolache](https://www.linkedin.com/in/florinpostolache)



WORK EXPERIENCE

Nov 2022 - present

Motion Graphics Designer



- in charge of creating animated assets and video editing along brand guidelines for various clients and products, predominantly in the FinTech domain.
- explainer and demo videos, animated elements, logo animation, website animations (Lottie), Rive interactive animations, podcast and/or webinar editing.

May 2019 - Oct 2022

Video Editor (contractor)



- edited and delivered online training courses which describe using various UiPath products such as StudioX, AI Fabric, Orchestrator and others.

April 2017 - Present

Freelance Video Editor and Motion Graphics Designer



- created various types of videos for different clients: explainer videos, music, vlog editing, logo animation, promo videos for social networks.
- the process included the initial discovery session with the client, research, storyboarding, production and sound design.

Apr 2017 - Mar 2021

Business Owner



- KEMWEAR is the first custom t-shirts and artwork brand in Romania made exclusively using bleach applied to the fabric, stencils, brushes and spray guns.
- in charge of everything from taking orders, keeping in contact with customers, creating the design, working on the t-shirts, managing the social media channels.

Jul 2016 - Apr 2017

Video Editor & Motion Graphics Designer



- in charge of creating and editing promotional videos supporting different lines of business, announcements and internal communications.
- edited the "StraightTalk CX" interview series within EMEA Customer Experience

Jun 2009 - Jul 2016

Web & Graphic Designer



- in charge of creating web materials to be used on the intranet collaboration platforms for various teams, departments or geographical regions such as:
 - website layout design, logos, banners, newsletters, badges, high-impact interactive presentations, motion graphics
- implementing multiple-year-long strategy programs on a graphical level, following the defined branding concepts and visual guidelines: banners, newsletters, print materials, roll-up banners.
- responsible for the interface and UX design of "Innovation Engine": the highest user-base growing internal platform for innovation in Oracle EMEA.
- making sure all internal design products are in compliance with the company branding guidelines.

2008-2009

Graphic Designer & DTP



- in charge of designing print materials such as posters, flyers, brochures, packaging, magazines, newspapers.
- editing documents received from customers, ensuring the digital product quality before the printing process is optimal.

2002-2008 Freelancer

- web design: Adobe Flash intros, website layouts, banners, desktop wallpapers
- print: posters, logos, flyers, newspapers
- collaborated with student organizations such as LSAC (Computer Science Students League) and UNSR (National Romanian Students Union) in developing marketing materials for various events.

EDUCATION

Constantly

Self learning

Staying up-to-date with current trends and technologies

2016

IT training

Adobe Premiere Pro training course (in-class)

2015

ProGraphics

Adobe After Effects training course (in-class)

2003 - 2008

"Politehnica" University of Bucharest

Bachelor's Degree in Hydraulic Systems Engineering

1999 - 2003

"Unirea" National College Focșani

Highschool diploma in Mathematics - Informatics

PROFESSIONAL SKILLS

- Motion Graphics, VFX & compositing: **After Effects, Element 3D, Mocha, Trapcode Particular, Plexus, DUIK, Lottie, Adobe Animate**
- Video editing: **Premiere Pro, Media Encoder, DaVinci Resolve** (beginner level)
- Audio processing: **Adobe Audition**
- AI generation: **MidJourney, Runway, Adobe Firefly**
- Graphic design: **Photoshop, Illustrator, InDesign, Sketch**
- 3D - modeling, texturing, rendering: **Cinema4D & Octane** (beginner level)
- Video streaming & capture: **OBS, Camtasia**
- Web design: **Wordpress, Elementor, Divi**
- UI/UX frameworking & moodboards: **Figma**

SOFT SKILLS TRAININGS

- Time Management
- Business Brain
- Problem Solving Strategies
- Negotiation & Persuasion
- Personal Branding
- Presenting in front of an audience
- Managing Emotions

LANGUAGES

- English: **fluent**
- Romanian: **native**

VIDEO PORTFOLIO

Have a look at my video portfolio website below:



<https://www.phk-designs.com/>

Get in touch

 www.phk-designs.com

 florin.postolache@gmail.com

 +40723 192 479

 [linkedin.com/in/florinpostolache](https://www.linkedin.com/in/florinpostolache)