



Rotariu Andrei

Senior Graphic Designer

I'm a multidisciplinary digital designer combining strategic thinking with a strong eye for detail. I create distinctive visual identities and intuitive digital experiences. I bring clear communication, adaptability, and a hands-on approach to every project, helping teams turn ideas into thoughtful, practical design solutions.

Experience

Graphic Designer

2026 (Freelance)

iSTYLE

[Apple Premium Partner](#)

Design OOH ads, and social media visuals, translating marketing goals into engaging designs while strictly adhering to Apple's brand guidelines across all print and digital channels.

Graphic & Motion Designer

2023 - 2026 (Freelance)

Carnival Corporation
Global Gaming

[Largest cruise ship casino operator.](#)

Develop concepts and designs for branding, identities, advertising, and collateral materials all supporting the efforts of positioning Global Gaming as #1 in the cruise ship casino industry.

Graphic Designer

2021 - 2026 (Freelance)

GREE

[The biggest HVAC manufacturer in the world.](#)

- Marketing & Branding
- Print & Production
- Technical Visuals
- Digital Content

Design Tools:

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Adobe Audition, Figma.

No-code design:

Webflow, Framer, Squarespace

Creative & Technical Skills:

- Advanced Prompt Engineering
- AI Workflow Integration
- Creative Direction & Curation
- Systems Thinking
- Deep Strategic Problem-Solving

UI/UX Designer

2019 - 2020 (Project-based)

Office Timeline

[Software that builds executive-ready timelines and roadmaps in PowerPoint®.](#)

Researched user needs, simplified workflows for importing data and customizing visuals, and created wireframes, prototypes, and intuitive interfaces.

UI/UX Designer

2017 - 2019 (Project-based)

Equine Register

[A world-leading digital system delivering lifetime traceability, biosecurity and identification of animals to owners, vets, governments and industries across the world](#)

Designed interfaces and user journeys for an application focused on equine identification and record management. My work focused on making complex information easier to navigate and creating a clear, consistent user experience.

Education

Psycho-Pedagogical Training Programme – Level I in Fine Arts

2025-2026

Roda Business Consulting

Innovation Manager Certificate

2013

„George Enescu” National University of Arts

BFA - Degree in Graphic Design

2006 - 2009

National College of Art "Octav Bancila"

Certificate of Fine Arts

2002 - 2006

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