



Florin Ciocănel

Senior Designer / Art Director | Integrated Campaigns · TV Commercials · Packaging · Brand Identity · Digital Experience

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PROFILE

Senior Designer / Art Director with 25+ years of experience across integrated communication campaigns, TV commercials, packaging, brand identity, retail communication, print, POSM, website design, social media assets, and digital communication systems.

Work spans FMCG, retail, food & beverage, pharma-related clients, music, healthcare / dental clinics, B2B technology, and service-business communication.

Currently repositioning toward Retail CX, Digital Experience, Customer Journey / CX, and AI-assisted design workflows, supported by senior visual communication, commercial design, packaging systems, and digital touchpoint experience.

CORE STRENGTHS

- Integrated campaign experience: advertising, PR-support materials, media assets, TV commercials, print, POSM, digital and social touchpoints
- Packaging, brand identity, product ranges, and retail-facing visual communication
- Digital experience, website structure, information hierarchy, and B2B communication systems
- Visual hierarchy, commercial storytelling, art direction, layout, and brand consistency
- Team-based strategy, creative direction, implementation, and execution
- Production craft: advanced DTP, print layout, prepress preparation, and production-ready artwork
- AI-assisted workflows, prompt engineering, UX/UI learning, and digital product thinking

PROFESSIONAL EXPERIENCE

CARNOTECH S.R.L.

2022 - Present

Art Director / Designer / Web Page Design

- Design work across packaging, brand identity, visual materials, website/page design, digital communication assets, and production-ready layouts.
- Created and adapted visual communication materials for commercial, retail, and digital use.
- Applied senior design judgment across layout, visual hierarchy, brand consistency, and customer-facing communication.
- Continued development of digital experience, UX/UI, AI-assisted design workflows, and web-structure understanding.

KOALA CREATIVE NETWORK

2001 - 2022

Founder / Administrator / Art Director / Designer

- Founder and administrator of a creative agency, with active involvement in team-based strategy, creative direction, implementation, and execution.
- Worked across integrated communication campaigns, TV commercials, packaging, brand identity, POSM, print, website design, social media, PR-support materials, media assets, and digital touchpoints.
- Designed packaging systems, logo / identity directions, campaign visuals, website layouts, social media materials, DTP / print layouts, and client presentation materials.
- Contributed to team discussions around campaign direction, implementation planning, and execution across advertising, PR-support, media, digital, and retail communication.
- Managed and delivered creative work for clients across FMCG, retail, food & beverage, pharma-related clients, music, healthcare / dental clinics, B2B technology, and service-business communication.

SCALA THOMPSON JWT

2000 - 2001

Art Director

- Art direction and visual communication for advertising campaigns, print materials, brand communication, and client presentations.
- Worked within agency teams on creative concepts, campaign materials, and commercial visual executions.

BV MCCANN-ERICKSON

1997 - 2000

Art Director

- Art direction for advertising campaigns, print materials, TV commercial visual development / support, and brand communication.
- Contributed to agency creative work across concept development, layout, visual direction, and campaign execution.

PORTFOLIO & EXPERIENCE SCOPE

Current portfolio materials:

B2B digital experience and communication system case study; packaging and brand identity portfolio.

Broader professional experience:

Integrated campaigns, TV commercials, packaging, brand identity, retail communication, POSM, print, website design, social media assets, DTP / prepress, and digital communication systems.

Client and category experience:

FMCG, retail, food & beverage, dairy, meat products, preserved foods, coffee, tea, confectionery, pharma-related clients, music, healthcare / dental clinics, B2B technology, and service businesses.

TOOLS & TECHNICAL SKILLS

Design / production:

Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe After Effects - basic motion graphics

DTP / print production:

Advanced DTP, print layout, prepress preparation, production-ready artwork

Web basics:

HTML, CSS3, basic frontend structure understanding

AI-assisted workflows:

ChatGPT, Gemini, prompt engineering

UX/UI prototyping:

Figma

CERTIFICATIONS

- Google Prompting Essentials Specialization - Google / Coursera, 2026
- Generative AI: The Future of UX UI Design - IBM / Coursera, 2026
- Start the UX Design Process: Empathize, Define, and Ideate - Google / Coursera, 2025

EDUCATION

Ion Mincu Institute of Architecture, Bucharest

1994 - 1999 | Studies completed without final degree

I.L. Caragiale Industrial High School

1986 - 1990

LANGUAGES

English - Advanced