

Alexandru Revnic

Senior Graphic Designer · Art Director

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Professional Experience

01/2017 – 02/2026	Senior Creative Professional · Art Director Steelcase AG – Learning + Innovation Center, Munich – Conception and implementation of visual communication for internal and external stakeholders across the EMEA region – campaigns, print, digital, signage, event design – Development and maintenance of corporate design guidelines; ensuring a consistent brand presence across all touchpoints – Art direction and management of product and location shoots – from the concept phase through location scouting to final image editing – Close collaboration with internal departments as well as external agencies and production partners – Integration of AI-assisted workflows (Adobe Firefly, Microsoft 365 Copilot) into the creative production process – Independent management of parallel design projects with a clear commitment to quality
2006 – 2016	Art Director · Head of Marketing Roxer Grup SA / Colorama Publishing, Cluj-Napoca – Conception and design of marketing campaigns and brand presentations for print and digital – Image editing, colour management and prepress for over 60 book projects and 350+ technical specialist publications – Building and leading the graphic design and marketing team – Coordination of external agencies, photographers and print service providers
2004 – 2006	Freelance Graphic Designer Nokia R&D; Romania · Vidi-As Bergen (Norway) · inforMARE Rome (Italy) – Editorial design, corporate design and communication materials for international clients

Education

2002 – 2004	Master of Arts – Art History Babeş-Bolyai University Cluj-Napoca / University of Design Cluj-Napoca – Focus: ornamental architecture and the design history of Transylvania
1998 – 2002	Bachelor of Arts – Art History and Design University of Design Cluj-Napoca

Certifications

2024	Generative AI for Beginners Microsoft / GitHub
2024	Microsoft 365 Copilot Microsoft

Skills & Tools

Adobe Creative Cloud	InDesign · Photoshop (Expert) · Illustrator · Lightroom · Acrobat
AI & Image Creation	Adobe Firefly (productive use) · Microsoft Copilot · Prompt Engineering
Photography & Shooting	Art Direction · Product & Portrait Photography (Digital and Analogue) · Location Scouting
Print & Production	Corporate Design · Colour Management · Prepress · Typography
Other	pCon Planner · Blender (basic) · Figma (basic) · Microsoft 365

Languages

Romanian	Native language	
English	C2 – fluent in speech and writing	
Italian	B2 – conversationally proficient	
German	A2.2 – actively developing (Integration course, Munich)	
French	Basic knowledge	