

# PAUL A. IORDACHE

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## *3D – Motion Graphics – Visualization Specialist*

*Areas of Expertise include:*

- |                                      |  |                                |
|--------------------------------------|--|--------------------------------|
| ✓ Adobe Premiere & AfterEffects      | ✓ Multimedia & Motion Graphics           | ✓ Visual Storytelling          |
| ✓ Adobe Photoshop                    | ✓ 3D Modeling & Animation                | ✓ e-Learning                   |
| ✓ 3D Studio Max, Cinema4D            | ✓ Architectural Renderings               | ✓ Concept Development          |
| ✓ Rhino 3D, Sketchup, CAD            | ✓ 360 Panoramas, VR Tours                | ✓ Branding / Creative Identity |
| ✓ V-Ray, Octane, Corona, Lumion      | ✓ Professional Photography & Videography | ✓ Desktop Publishing           |
| ✓ Adobe InDesign & Illustrator       | ✓ Layout – Typography - Print            | ✓ Management & Coordination    |
| ✓ Captivate, VideoScribe, Articulate | ✓ Web Design, Interactive                | ✓ MAC / PC Environment         |
| ✓ HTML, CSS, jQuery                  |  | ✓ Multilingual Proficiency     |

## EXPERIENCE & NOTABLE CONTRIBUTIONS

### VISUALIZATION SPECIALIST | 2016 - PRESENT

**SmithGroup, MADISON, WI**

#### KEY ACCOMPLISHMENTS:

- Architectural and Site/Landscape 2D and 3D renderings.
- CAD based workflow, across all phases of design.
- Video production, editing, compositing and animation.
- Location photography, 360 Photography.
- Marketing interactive web content, newsletters and graphics.
- VR/Interactive Tours.

### MULTIMEDIA DESIGNER | 2016

**Daimler Trucks North America (DTNA), PORTLAND, OR**

#### KEY ACCOMPLISHMENTS:

- Video editing, for company leadership webinars.
- Created e-learning graphics and courses for internal training, following branding guidelines.
- Designed posters for company training events.

### MULTIMEDIA DESIGNER | 2014 - 2015

**Underwriters Laboratories (UL) EduNeering, HOUSTON, TX**

Developed Internet-based educational products to communicate subject matter in a multimedia setting. Design layout, user interface, and theme design for e-learning courses. Direct video editing, compositing, and motion graphics for company promotional videos.

#### KEY ACCOMPLISHMENTS:

- Created 3D Graphics for scenario-based e-learning content and animated logos, expanding means of visual communication used in courses and enabling a more immersive learner experience.
- Strengthened company message, increased brand awareness and confidence with partners and clients by professionally editing and compositing for main promotional video - *Introduction to UL EduNeering's Learning Services*, which boosted the outreach on both web and traditional media. Input in all stages of production, including voice narration recording.
- User Interface (UI) elements for existing Compliancewire® e-Learning online delivery platform and User Experience (UX) wireframes and prototypes for EduFlex course creation tool.

## SENIOR GRAPHIC DESIGNER, PHOTOGRAPHER | 2007 – 2013

### LEMET, ROMANIA, EUROPE

3D Renderings, Multimedia Content and Photography for full furniture lines at Romania's largest furniture factory.

#### KEY ACCOMPLISHMENTS:

- Accelerated graphic design production by developing a 3D graphics system for photorealistic renderings based on CAD drawings to provide advertising images ahead of market launch of a new furniture line.
- Designed 360 Interactive Product Showcase Web Modules that greatly improved client product knowledge.
- Product and brand advertising campaigns for a network of over 100 showrooms nationwide.

## ART DIRECTOR | 2011 - 2013

### DATUM DESIGN AGENCY, ROMANIA, EUROPE

Designed and led in-house training programs on topics including composition, 3D and motion graphics.

#### KEY ACCOMPLISHMENTS:

- Original creative infrastructure, including studio and e-Learning procedures for the agency photography training.
- Established and implemented original branding guidelines, including logo design for the fast-growing agency.
- Instrumental in building revenues over 45% within six months through contributions in marketing & advertising.

## LEAD GRAPHIC DESIGNER, PHOTOGRAPHER | 2009 - 2013

### NATIONAL YOUTH ORCHESTRA, ROMANIA, EUROPE

Brochures, posters, advertising media for national and international events. Concert and Artists' Portfolio Photography.

#### KEY ACCOMPLISHMENTS:

- Established and implemented original branding guidelines for the new orchestra.
- Created the orchestra's official website and promoted the organization through mass media and web channels.

## GRAPHIC DESIGNER, PHOTOGRAPHER | 2009 - 2011

### MOBILIA CENTER MALL CHAIN, ROMANIA, EUROPE

Designed monthly in-store brochure up to print-ready stage delivery. Marketing product Photography. Monthly location travel for image acquisition to shops located in four major cities. Created, maintained and optimized company website.

#### KEY ACCOMPLISHMENTS:

- Provided Graphic Design and Photography for Romania's first retail furniture mall chain, Mobilia Center.
- Increased brand awareness by innovative advertising design.
- Maintained and implemented visual identity following brand guidelines.

## ART DIRECTOR, PHOTOGRAPHER | 2008 - 2009

### POLAR RESEARCH INSTITUTE, ASTRONOMICAL INSTITUTE OF ROMANIAN ACADEMY, ROMANIA, EUROPE

Managed a complex, year-long education and outreach project about Greenland. Provided 100% of graphics content and imagery.

#### KEY ACCOMPLISHMENTS:

- Presented photographic and video material alongside Senior Editor of *National Geographic Romania*.
- Authored an album, a DVD and multiple photography exhibitions.
- Work was featured by Pearson Publishing UK, supported by the National Academies of the United States.

## PHOTOGRAPHER, GRAPHIC DESIGNER | 2004 - 2008

### GRIND PROD & ARS ADVERTISING AGENCY, ROMANIA, EUROPE

#### KEY ACCOMPLISHMENTS:

- Advertising, Architectural and Product Photography within creative guidelines.
- Created layouts and concepts of graphics for signage, banners, and vehicle branding.

## LANGUAGE SKILLS

**Fluent in** English, French, Romanian

**Proficiency in** Italian, Spanish

## EDUCATION

### **Master of Arts, 3D Animation**

Buckinghamshire New University, High Wycombe, U.K., *In Progress*

### **Certification, Professional Photographer**

Romanian Ministry of Education, Ploiesti, Romania, 2007

### **Bachelor of Science, Computer Science**

Petroleum - Gas University, Ploiesti, Romania, 2001-2006