

# CORNELIU NICU PAVALOI

graphic designer

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My entire career I have strived to demonstrate my love for graphic design, my passion for a job well done and my understanding of the importance of teamwork. I am a creative designer, a dedicated and reliable individual with over twenty years of experience in graphic design, with background in packaging, corporate identity creation, print advertising, print materials, pre-press and layout design. I am passionate about this field and I am very excited to assist with knowledge and experience at creating art and designs, either original or adaptations meant to increase access to markets and successful business growth. I welcome challenges such as close deadlines or intricate messages meant to be translated in visual communication. I find these to be reasons to grow and I am proud to have always completed projects in time and with great success. My extensive experience as a graphic designer has taught me the value of listening and of correct communication for a job well done.

## Experience:

### **Senior Graphic Designer**

Southern Graphic Systems

*February 2018 – Present*  
*Atlanta, GA*

With Southern Graphics Systems I work as artist on-site for Georgia Pacific. To summarize, I manage all art related functions, including design adaptation and production artwork. I produce all standards and master art files and execute 3D's/renderings, as well as manage our on-site proofing. I am also the de facto on-site IT manager. In details, my daily responsibilities include but are not limited to art adaptation and design for a variety of packaging products, such as poly and corrugate. I work closely with the brand teams and we coordinate in order to execute production ready art files maintaining brand standards. Creation of mockups and proofs for internal review are an ongoing task. I am also in charge of creating 3D renderings to provide computer-generated images and manage customer's digital assets portfolio. My daily activities include color correction, manipulation of images and typography tasks. I use a variety of digital workflow systems for design project management.

### **Senior Pre-press Operator**

Craftsmen Printing Company

*April 2000 – February 2018*  
*Atlanta, GA*

As lead of the design/pre-press department I made sure that customers' files and/or ideas are designed and processed at the highest quality standards. I created, designed and adjusted files that I received from clients with an ultimate goal in mind, the final product had to have two outcomes, best quality and the highest satisfaction of the clients. My extensive pre-press experience, my creative capabilities and my ability to use up to date software as well as my capacity to understand and translate outdated software have delivered top quality results in record time. Although my work was somewhat independent, I relied on the ability of the rest of the team to finalize the product hence, I learned that teamwork is a very precious component of success.

## **Freelance Designer**

Corneliu's Graphics

*Currently*

*Atlanta, GA*

I communicate directly with my clients using face-to-face meetings, e-mail and or phone conversations an intensive process meant to clarify and secure the best outcome possible. I listen to their ideas and pay close attention to preparatory work in order to guide and advise them in conceptualizing and achieving their graphic design needs. I have strong communication skills and I believe that the ability to understand the customer's advertising needs is just as important as the creativity, technical knowledge and expertise of a graphic designer. The main objective is to create concepts, artwork and graphic materials in agreement with clients' requirements respecting their standards and third-party print/media service providers. Through press-check and/or visual analysis of third party graphic execution I firmly guarantee the accuracy of the agreed upon design projects.

## **Lead Designer**

GEBACOLOR flexo-print company (today: PAGO)

*November 1996 – January 2000*

*Iasi, Romania*

As manager of the design department I was responsible for all of the in-house design, such as labels, flyers, brochures, posters and any other printed materials. Therefore, I was responsible for creating study sketches, preliminary drawings and final digital artwork for the projects. I was also responsible for layouts, imposition, pre-press work and desktop-publishing. I closely collaborated with customer service representatives and with the customers regarding artwork's technical details and the final outcomes.

## **Design-consultant**

SALVARAS Group - distillery Company (*Athena, GREECE*)

*July-December, 1999*

Created the identity of a new line of beverage products that included designing the labels and packaging materials.

## **Graphic Designer**

BENCKISER House-cosmetics producer, (*Germany*)

*August-November, 1997*

## Education

### **Bachelor of art, Graphic Design**

University of Arts „George Enescu” Iasi - Romania

*B.A. in Graphic design*

*1992 – 1998 (equivalent of B.A plus M.A)*

## Languages

English and Romanian

## Skills

- Advanced: Adobe Creative Suite CC (InDesign, Adobe Photoshop, Adobe Illustrator), Cinema 4D, 3D Studio Max, Quark X-press, Macromedia Freehand, CorelDraw, Microsoft Office, ESKO Pilot, Trello, Agfa Apogee workflow, Preps and Word Press.
- I have advanced training and experience in image color correction for optimal printing (offset, flexography, digital-press and all other print technologies) and presenting on screen through Power Point, Web, TV and mobile devices.

## References

Available upon request

Partial portfolio available at: [www.corneliusgraphics.com](http://www.corneliusgraphics.com)

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