

Valentin Georgescu

I began my career in Romanian advertising, working on diverse campaigns for local and international clients. After relocating to the UK, I moved into the gaming industry, collaborating with publishers and creators while expanding my skills to include motion graphics, video editing, and content leadership, drawing on my passion for film and photography.

EXPERIENCE

Freelancer – *Filming, Photography, Motion and Still Graphics*

2020 - PRESENT

As a freelancer, I've worked across a wide range of fields and projects, including filming events, interviews and corporate functions, capturing behind-the-scenes content, and creating motion graphics and broadcast packages. I've also delivered event graphics and one-off design projects, working end-to-end from concept to delivery. During this time, I've had the opportunity to collaborate with clients of all sizes, including Meta, Microsoft, Tencent, EGX, Sompom and Formula Student, adapting my approach to suit different briefs, audiences and production environments.

FOCUS

- **Live Events & Conferences**
 - Filming and capturing on-site content
 - Creating live or post-event deliverables
- **Corporate Video Production**
 - Interviews, internal communications, brand messaging
 - Multi-day event coverage and recap content
- **Esports & Gaming Broadcasts**
 - Live production support
 - Broadcast graphics and motion packages
- **Behind-the-Scenes (BTS) Content**
 - Documentary-style coverage of events and productions
 - Social-first content capturing authentic moments
- **Marketing & Campaign Content**
 - Visual assets supporting product launches or campaigns
 - Cross-platform digital content
- **One-off Design & Creative Projects**
 - Custom visual solutions tailored to specific client needs

Antstream Arcade, London – *Digital Content Producer*

2019 - 2024

In my role on the Design team, I create digital and physical assets to promote the service across various channels, including trailers, promotional images for ads and social media, and print materials for events.

FOCUS

- **Game Marketing & Promotion**
 - Creating content to promote the platform and game library
 - Supporting user acquisition and engagement campaigns
- **Social Media & Digital Campaigns**
 - Ongoing content creation for multiple platforms
 - Campaign-based creative for launches, updates, and features
- **Video & Trailer Production**
 - Producing promotional trailers and gameplay-driven content
 - Showcasing features, events, and retro gaming experiences
- **Paid Advertising Creative**
 - Designing visuals for performance marketing across digital channels
 - Creating assets optimised for different platforms and formats
- **Event & Exhibition Support**
 - Designing print and digital materials for gaming events
 - Supporting brand presence in physical spaces
- **One-off Design & Creative Projects**
 - Creating in-app visuals and promotional imagery
 - Supporting the overall user experience through design

Multiplay/Game, Basingstoke – *Digital Content Producer*

2015 - 2019

I collaborated across multiple teams to develop branding and assets for major events like Insomnia Gaming Festival and LeagueFest in partnership with Riot Games. I created marketing and stage content such as animated trailers and live shows, led design efforts, and ensured consistent quality across internal teams and external partners.

FOCUS

- **Large-Scale Gaming Events**
 - Branding and visual identity for events like Insomnia Gaming Festival and BrickLive
 - Full event creative across digital, physical, and live environments
- **Esports & Live Show Production**
 - Creating visuals and motion content for live stage shows
 - Supporting broadcast-style productions and audience engagement
- **Partnership Campaigns (e.g. Riot Games, Mojang, Microsoft)**
 - Developing co-branded assets and campaign visuals
 - Ensuring alignment with partner brand guidelines and expectations
- **Marketing & Promotional Campaigns**
 - Pre-event and ongoing promotional content across digital platforms
 - Supporting ticket sales, awareness, and audience growth
- **Event & Exhibition Support**
 - Designing print and digital materials for gaming events
 - Supporting brand presence in physical spaces
- **Cross-Team Creative Leadership**
 - Leading design direction across multiple internal teams
 - Coordinating with external partners to maintain visual consistency

EDUCATION

University of Bucharest, Bucharest — *Business Administration*

2004 - 2008

I hold a degree in Economics from the University of Bucharest, which has given me a strong foundation in understanding market dynamics and consumer behavior—an invaluable asset when creating design solutions that are both strategic and impactful.

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Skills

Motion design and animation

Video editing and post-production

Filming and photography (events, corporate, BTS)

Creative direction and visual storytelling

Social-first and campaign content creation

Broadcast graphics and live production workflows

Branding and cross-platform design

UX/UI design and user experience optimisation

3D design and visualisation

Client collaboration and stakeholder communication

End-to-end project ownership

Multi-project management in fast-paced environments

Cross-team collaboration and coordination

Providing creative guidance and maintaining quality standards

Software & Tools

Adobe After Effects

Adobe Premiere Pro

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Cinema 4D

Blender

Nuke

EmberGen

Lightroom

Figma

Basic HTML/CSS