



BRANDS DESIGN :

*Burning through your budget
with nothing to show for it?*



+20 YRS. XP.


TAILORED DESIGN ONLY

HOT ARTISTS

TECHNICAL DESIGN

CREATIVE MINDS

FULL SERVICES MEDIA STUDIOS

DESKTOP VERSION 

EN

PORTFOLIO



WHETHER YOU'RE LAUNCHING A PRODUCT, TELLING
A STORY THROUGH A WEBSITE, OR GROWING YOUR
DIGITAL PRESENCE, WE'RE HERE TO MAKE EVERY
FRAME, WORD, AND INTERACTION COUNT (...)



... *short story?*



IT'S ALL ABOUT PASSION



GO TO WEBSITE

astrøea®

CAT MUSIC

elmas

FUJITSU

ROVERE

TAROM

LG
Life's Good



USR.

YTONG®

WAZ

Brand Manager Worldwide
2022 – 2025

Brand Manager Romania
2012–2016

Brand Manager
2011–2014

Brand Manager Romania
2009–2018



What does your business need most right now?

Choose a service to explore the solution.



BUSINESS STRATEGY	+	<div>UX/UI STRATEGY AND DESIGN</div> <p>In an AI-driven world full of shortcuts and noise, choose a creative agency that values real strategy, authentic design, and human insight.</p> <p>This service is essential for businesses of all kinds. UX (User Experience) refers to the overall user journey and interaction — you can think of it as “the plan.” UI (User Interface) focuses on visual communication — how your product looks, feels, and guides the user.</p>	+	MARKETING PRO	+	SUPPORT
IDENTITY DEVELOPMENT	+		+	ADVERTISING	+	BRAND MANAGEMENT
CONTENT*	+		+	PRODUCT DESIGN*	+	TECHNICAL ASSISTENTCE CHECK YOUR FILES. YOU CAN SAVE A LOT OF MONEY.
<p>* Copywriting, Photo Shoot, Videography, Sound Production, 3D Modeling and Rendering</p>				<p>*Websites, Offline Advertising, Local Events, Filmmaking, Audio Production, 3D Industrial Design, Packaging, Technical Brochures, Magazines, and Catalogs.</p>		MAINTENANCE MONTHLY PACKS START FROM 30H /MONTH



The Foundation of Every Strong Brand

In today's fast-moving landscape, creativity without strategy is just wasted money.

At our studio, business strategy is the starting point — the lens through which we understand your goals, your audience, and your market.

From brand positioning and audience segmentation to go-to-market planning and value proposition clarity, everything is built to align your communication with real business objectives.

This goes beyond creation — it's strategic thinking, sharp decisions, and work built for long-term impact.

FEW EXAMPLES OF BRANDS POSITIONING & AUDIENCE SEGMENTATION – ACROSS KEY INDUSTRIES

RETAIL / E-COMMERCE	HEALTHCARE / WELLNESS	FOOD & BEVERAGE	AUTOMOTIVE	TRAVEL / HOSPITALITY
<ul style="list-style-type: none">• Price-sensitive shoppers• Brand-loyal customers• Impulse buyers• Sustainability consumers• Mobile-first users	<ul style="list-style-type: none">• Preventive care seekers• Chronic condition patients• Fitness enthusiasts• Mental health advocates• Aging population / senior patients	<ul style="list-style-type: none">• Health-conscious eaters• Convenience-driven consumers• Gourmet/foodie audiences• Vegan/vegetarian markets• Families with children	<ul style="list-style-type: none">• Tech-savvy drivers• Eco-conscious buyers (EVs)• Family-oriented car shoppers• Performance car enthusiasts• Urban commuters	<ul style="list-style-type: none">• Budget travelers• Luxury experience seekers• Digital nomads• Eco-tourists• Group/family vacationers



This is the typical “make us look like Apple” scenario.



A brand manual is a practical guide that helps your company look, sound, and feel the same everywhere — from your website to a social media post or product box.

It’s not just for designers — it’s for anyone who communicates your brand.

It’s a tool that keeps your brand consistent, no matter who’s creating content for it.

Whether your team is in-house, remote, or working with different agencies, the brand manual keeps everyone on the same page.



LOGO DESIGN / BRAND GUIDELINES / COPYWRITE



Logo Design
Brand Manual
2019



Full Brand Design
Brand Manager
2022–2025



Logo Design
Marketing Design
2018



Logo Design
Brand Manual
2021–2022



Logo Design
Brand Manual
2021



Brand Manual
2016



Logo Design
Brand Manual
2020

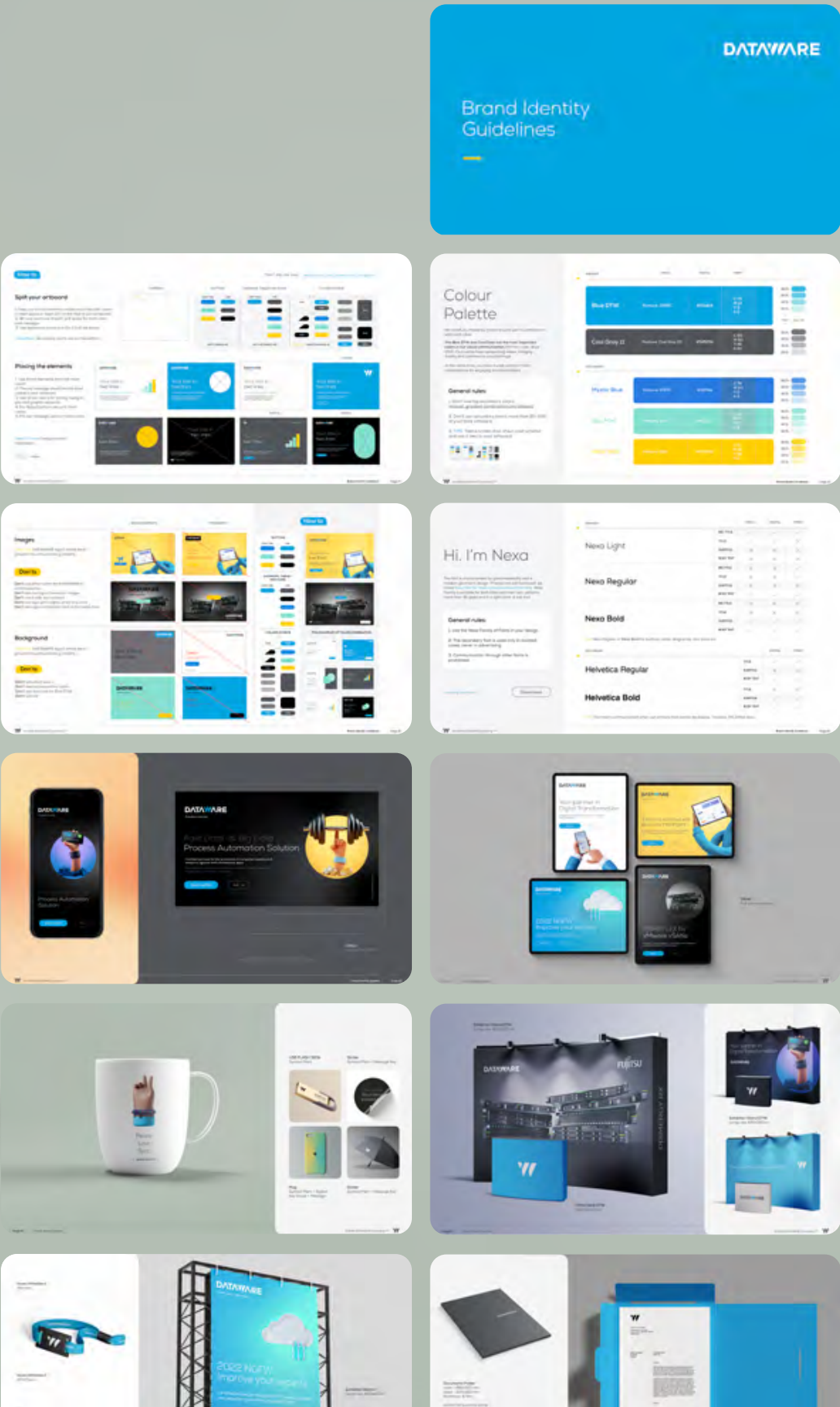


Logo Design
Brand Manual
Brand Manager
2025

“Our company has grown and evolved over the past decade. We’re updating our logo to reflect our role in data security, logistics, and enterprise hardware.

A brand manual is also needed — with clear visual rules and real-world examples for both digital and print.”

DATAWARE



PRO

Logo Design (update)
Brand Manual
Marketing Design
Advertising Design
2021-2022

DATAWARE



PRO

Logo Design (update)

Brand Manual

Marketing Design

Advertising Design

2021-2022

DATAWARE

DATAWARE

Solutions we care



Fast Data vs. Big Data Process Automation Solution

Certified services for the protection of computer systems and networks against theft of electronic data.

Damage to hardware or software and even mismanagement of services is no longer an issue



← Scan to read more

DATAWARE

Solutions we care



2022 NGFW Improve your security

Certified services for the protection of computer systems and networks against theft of electronic data.



← Scan to read more

PRO

Logo Design (update)

Brand Manual

Marketing Design

Advertising Design

2021-2022

DATAWARE



Logo Design (update)
Brand Manual
Marketing Design
Advertising Design
2021-2022



CAUTION!

THE QUALITY OF YOUR MEDIA CONTENT DIRECTLY
IMPACTS BOTH YOUR BUSINESS AND OUR ARTWORKS.

PLEASE DO NOT RELY ON AMATEURS.

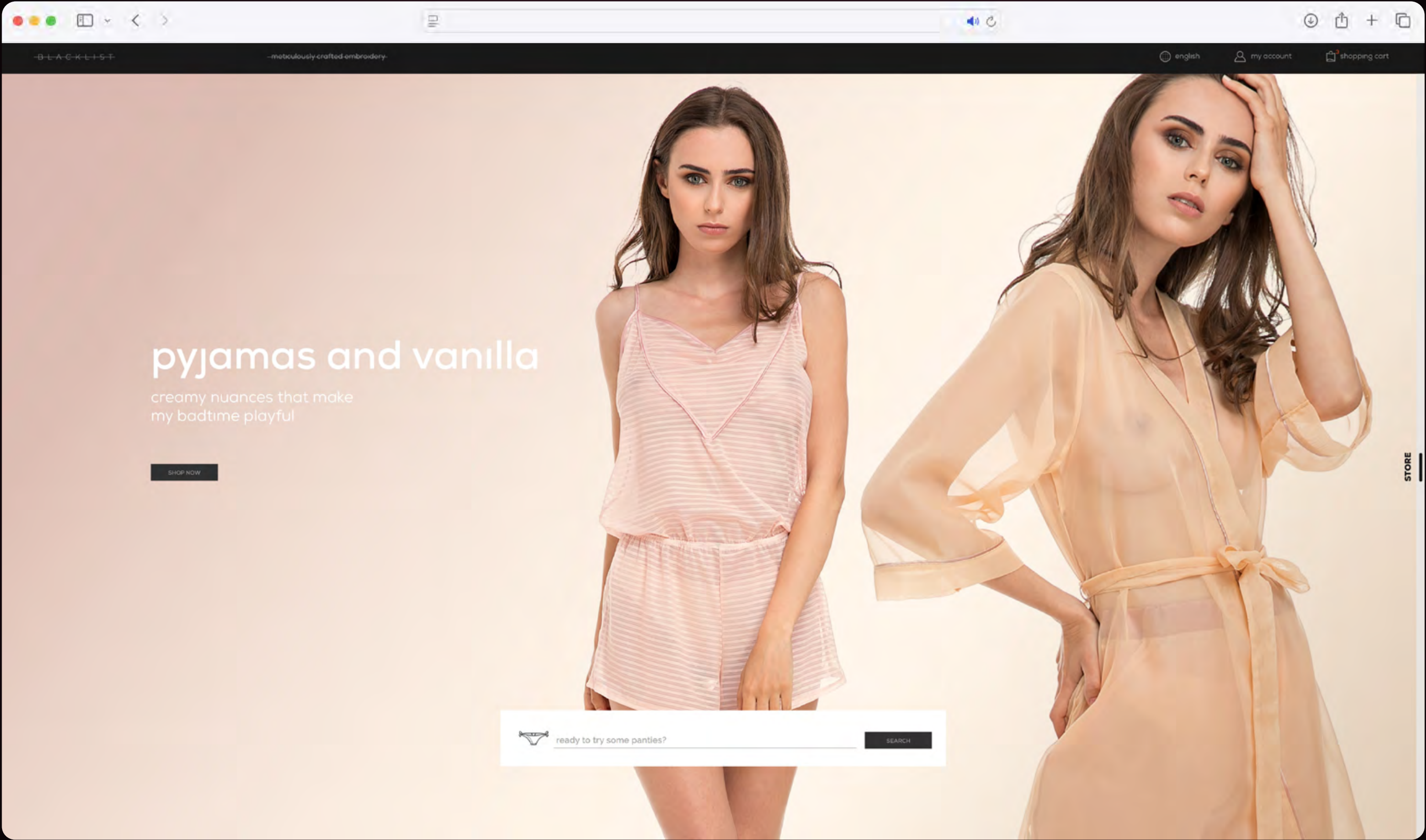


Photo shoot
©FRIENDS STUDIOS

Marketing Design
2017-2019



LOUIS PURPLE
THE SUIT MANUFACTURER



 PRO

Logo Design

UX/UI E-commerce

Dev. Online Store

Marketing Design

Advertising Design

Packaging

Videography

2017–2018







This product was recreated entirely in 3D using Cinema 4D and finalized in Adobe Photoshop.

Instead of organizing a complex photoshoot — which would have required a large space and heavy post-production — we built a custom 3D environment, designed to highlight the product in a clean, abstract, and futuristic setting.

- Logo Design
- Brand Manual
- UX/UI E-commerce
- Dev. Online Store - 980 items
- 3D Media**
- Marketing Design
- Advertising Design
- Photo Shoot
- 2018–2019**





The 3D model was built in [Blender](#) based on the original factory CAD file.

Realistic textures and materials were manually applied to match the physical product. Final rendering and light corrections were completed in [Adobe Photoshop](#). Previous renders looked cheap and negatively impacted factory sales — despite the product's superior quality.



- Brand Identity
- Brand Development
- 3D Media
- 3D Animations
- Videography
- UX/UI Multiple Apps
- UX/UI E-commerce
- Dev. Online Store - 135 items
- Packaging
- Advertising Design
- Marketing Design
- 2022-2025



The 3D model was built in Blender based on the original factory CAD file.

Realistic textures and materials were manually applied to match the physical product. Final rendering and light corrections were completed in Adobe Photoshop. Previous renders looked cheap and negatively impacted factory sales — despite the product’s superior quality.

PRO

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- 3D Media
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- UX/UI Multiple Apps
- UX/UI E-commerce
- Dev. Online Store - 135 items
- Packaging
- Advertising Design
- Marketing Design
- 2022-2025

astreæa

**UX/UI. ZAPIER.
VECTOR. JUST EPS.
CDR IS NOT OK?**





TO MUCH NOISE. IS NOT FOR YOU.



Let us know in few terms what you're looking for – we'll take it from there.



CALL / CHAT



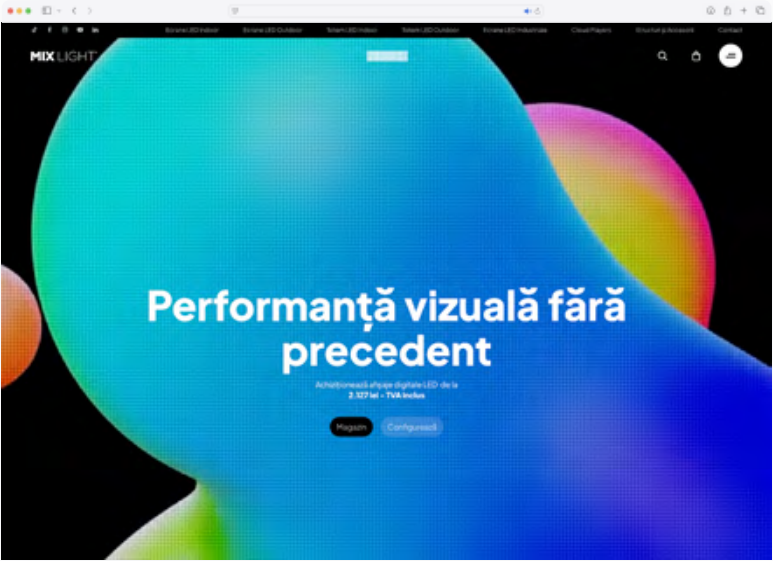
SEND BRIEF



“We are looking for realistic 3D renders and animations based on our technical files. Our LED screens are modular, so photo shoots are not an option right now.

We also need an e-commerce website that integrates these renders and clearly showcases product configurations.”





Descoperă noua generație LED

Conștientizați performanța și răspundeți celor mai exigente cerințe ale pieței în comunicarea vizuală.

2025

Publicitate

Săli de conferință

Receptii

Evenimente

Teatre și Expoziții

Transport

Instalții

LED

Interior

4.9

119.713,00 Lei

Descrie

LED

Interior

4.9

10.831,00 Lei

Descrie

LED

Interior

4.9

92.766,00 Lei

Descrie

LED

Interior

4.9

95.603,00 Lei

Descrie

Overview

Unelte pentru mai multe detalii și informații despre produsele noastre LED

Module User Friendly

Instalare ușoară și personalizare pentru o experiență vizuală optimă

Design minimalist

Exclusivitate și eleganță în designul exterior și interior

Module User Friendly

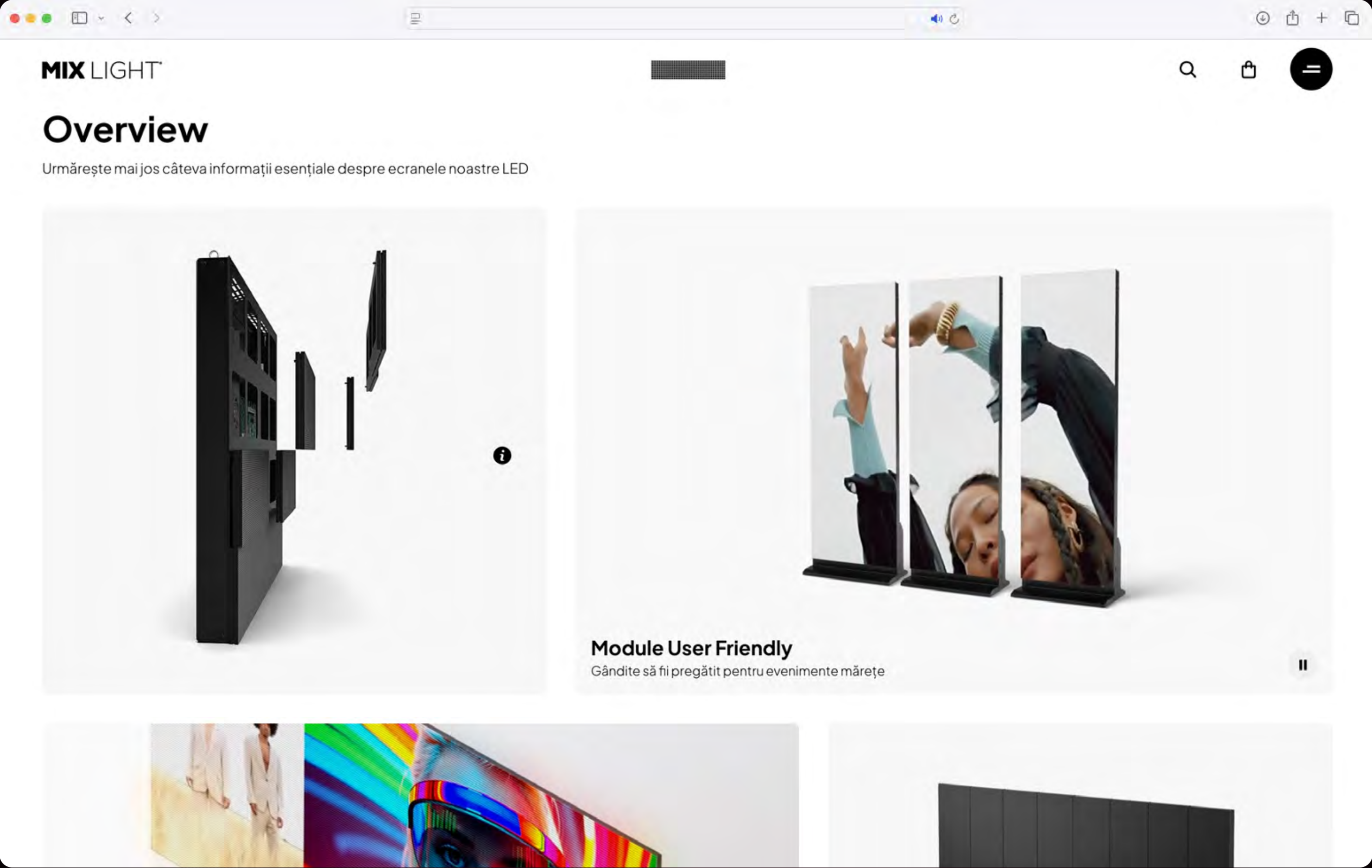
Instalare ușoară și personalizare pentru o experiență vizuală optimă

Design minimalist

Exclusivitate și eleganță în designul exterior și interior

- Logo Design
- Brand Identity
- Brand Development
- 3D Media
- 3D Animations
- Videography
- UX/UI E-commerce
- Dev. Online Store – 60 items
- Marketing Design
- 2022–2025





“We’re after a bold, forbidden-feel logo design and an online store that turns heads — just like the women we design for.

Brand voice? A little cheeky, a lot confident. Think luxury with attitude. The store should feel seductive, smart, and sharp — zero fluff.

Custom, daring, and made to empower.”

—BLACKLIST—

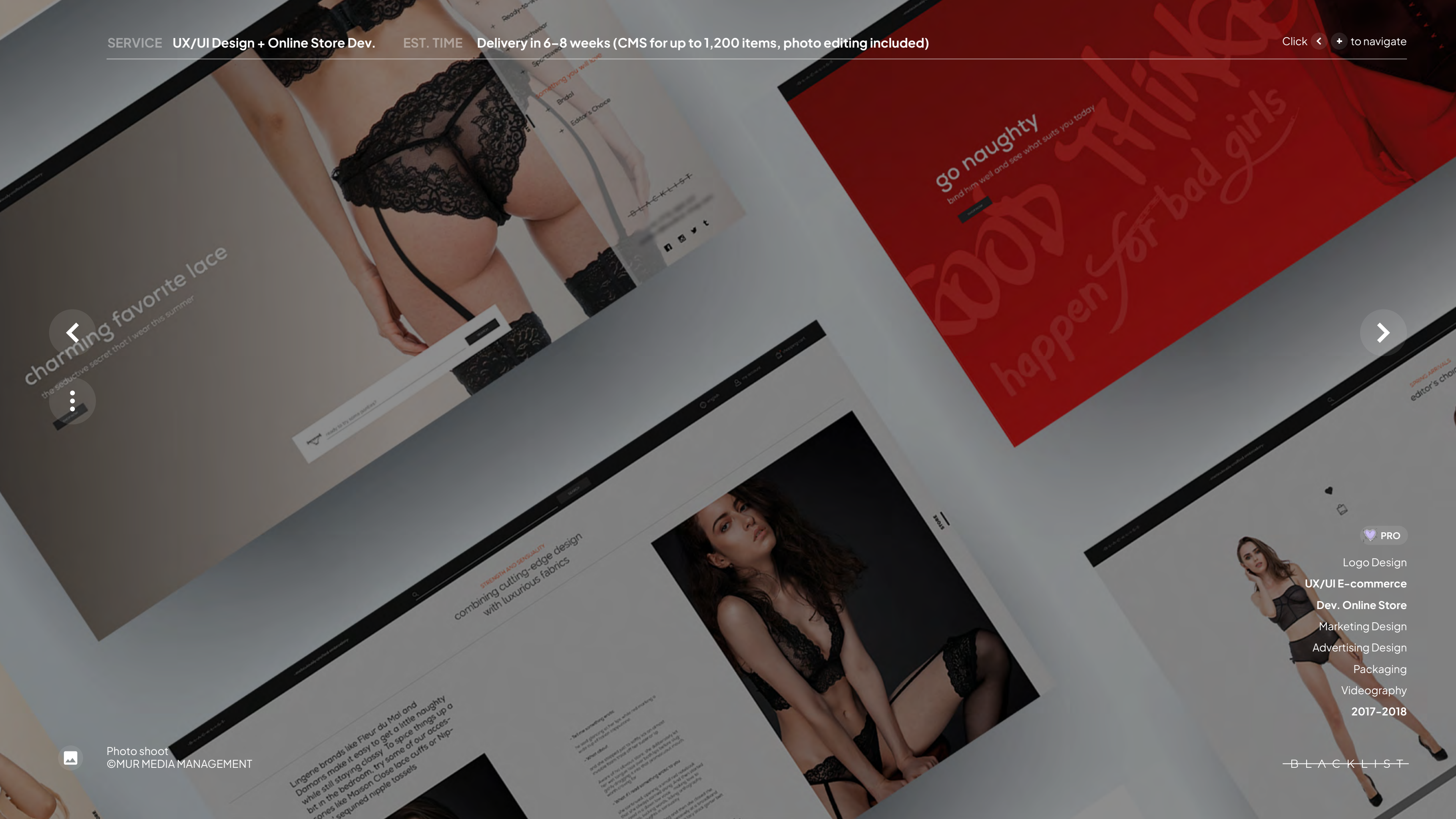


Photo shoot
©MUR MEDIA MANAGEMENT

PRO

- Logo Design
- UX/UI E-commerce
- Dev. Online Store
- Marketing Design
- Advertising Design
- Packaging
- Videography
- 2017–2018

—BLACKLIST—

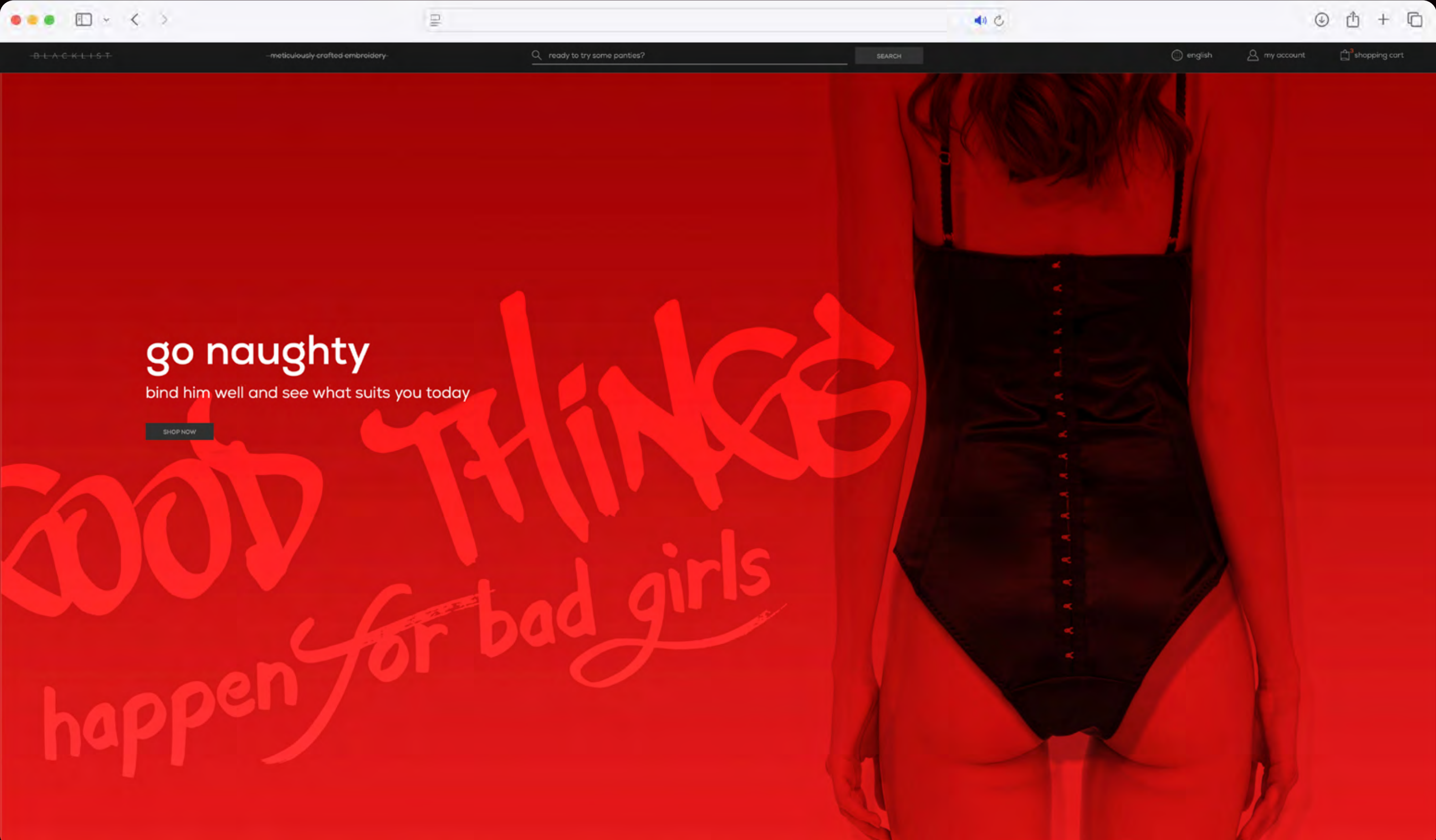
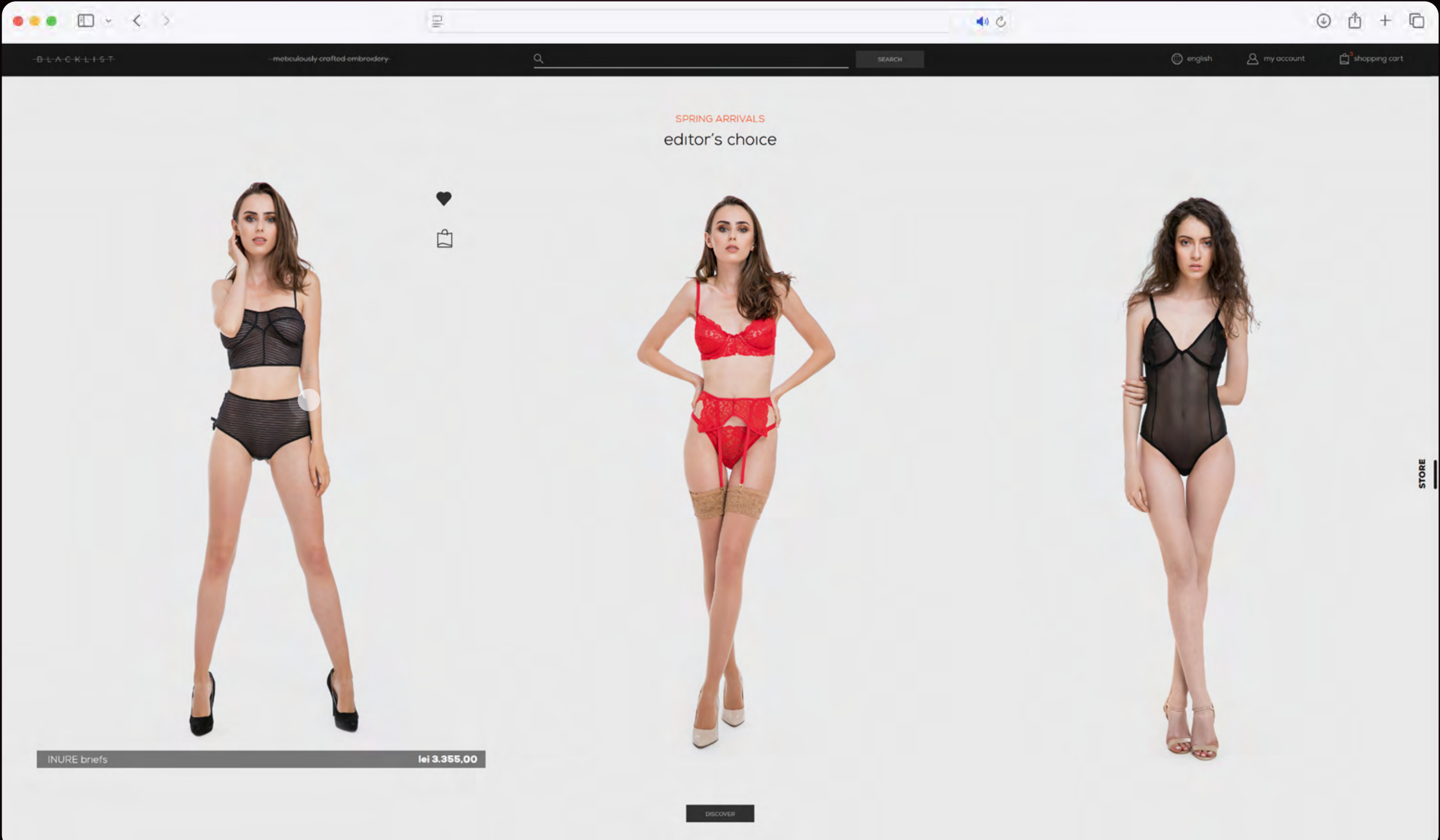


Photo shoot
©MUR MEDIA MANAGEMENT

BLACKLIST

PRO

- Logo Design
- UX/UI E-commerce
- Dev. Online Store
- Marketing Design
- Advertising Design
- Packaging
- Videography
- 2017–2018



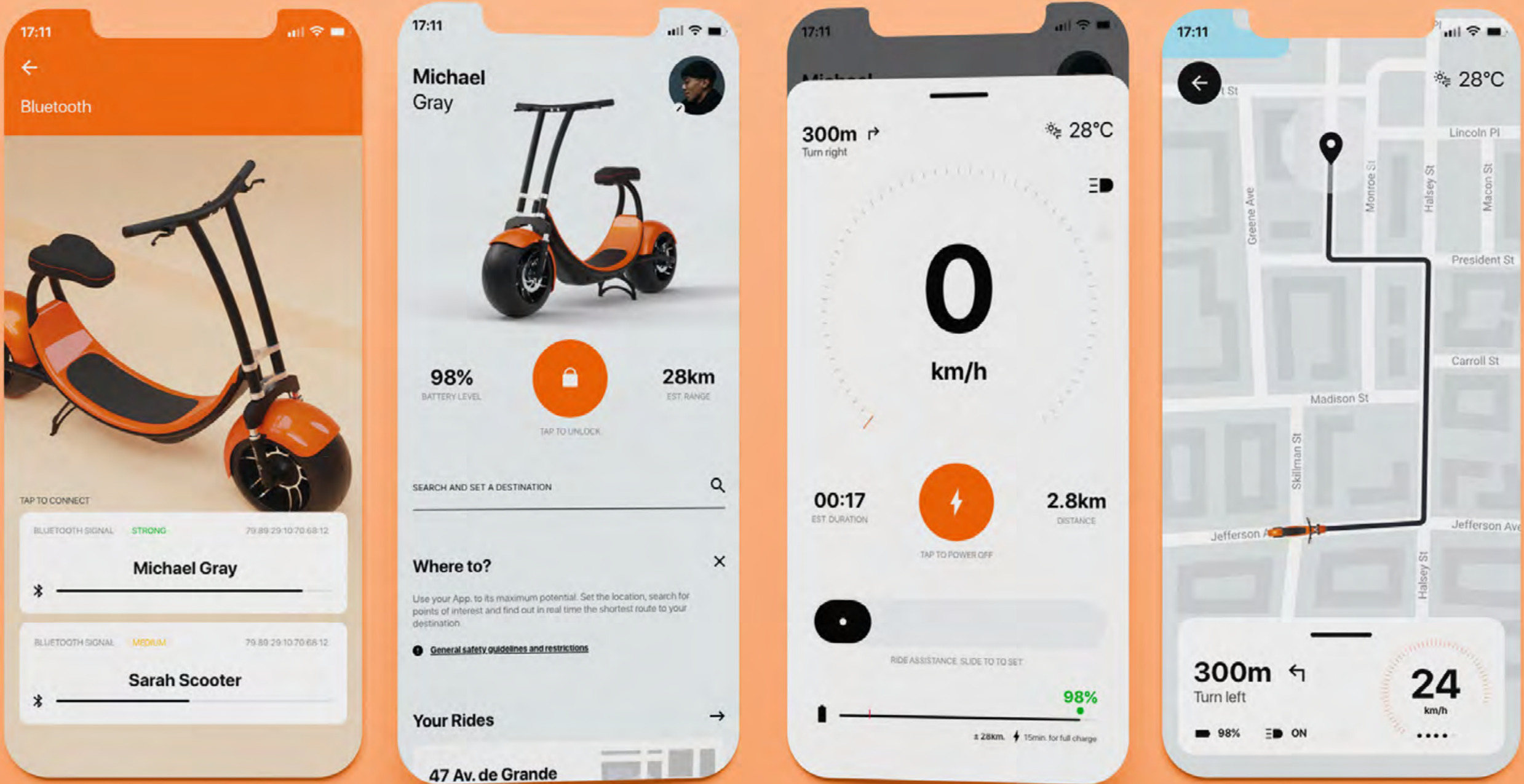


“Our brand presence needs to reflect who we are today.

We are looking for a mobile app interface tailored to our latest scooter model.”



astrøea®



The app interface was fully designed in [Adobe XD](#) by our creative team.

We handled everything from wireframes and visual design to interactive prototyping and user flow logic, ensuring a seamless and brand-consistent experience.



Brand Identity

Brand Development

3D Media

3D Animations

Videography

UX/UI Multiple Apps

UX/UI E-commerce

Dev. Online Store

Packaging

Advertising Design

Marketing Design

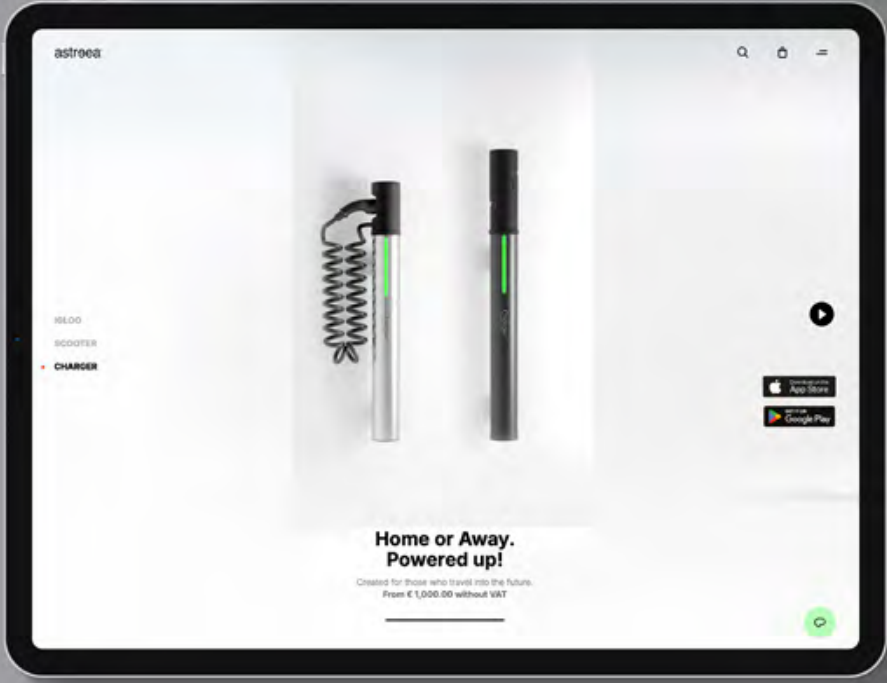
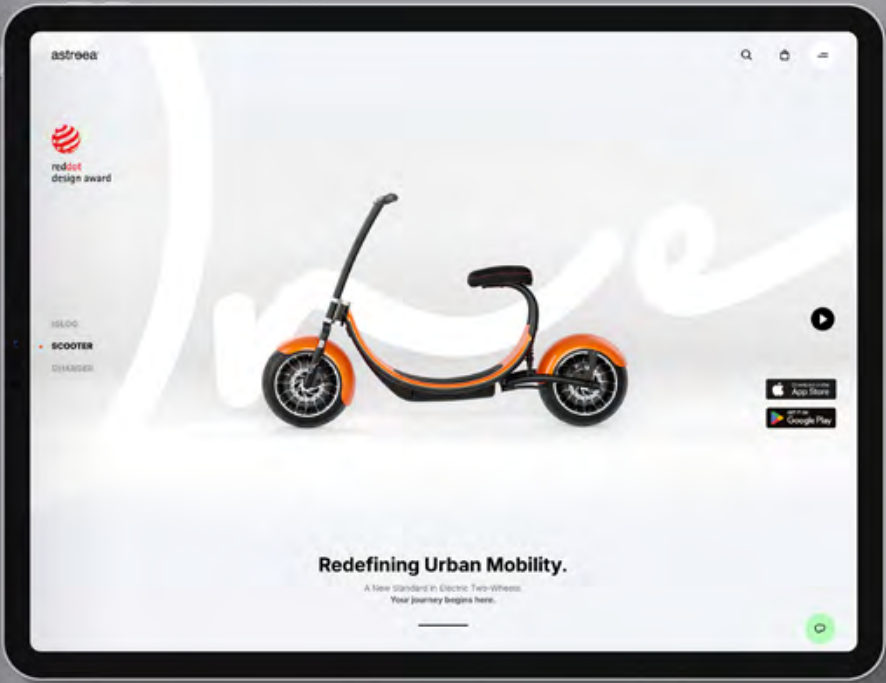
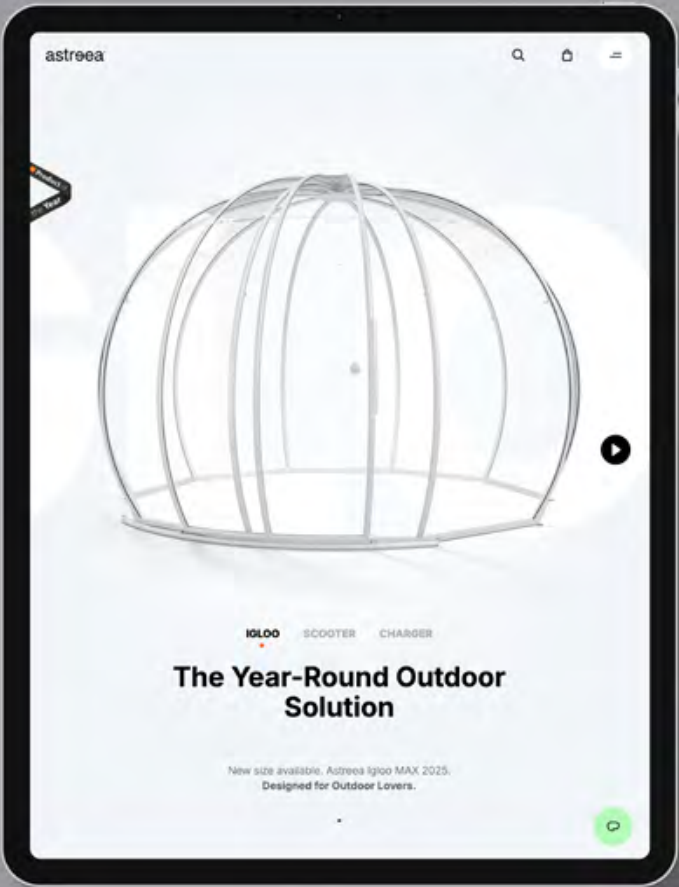
2022–2025



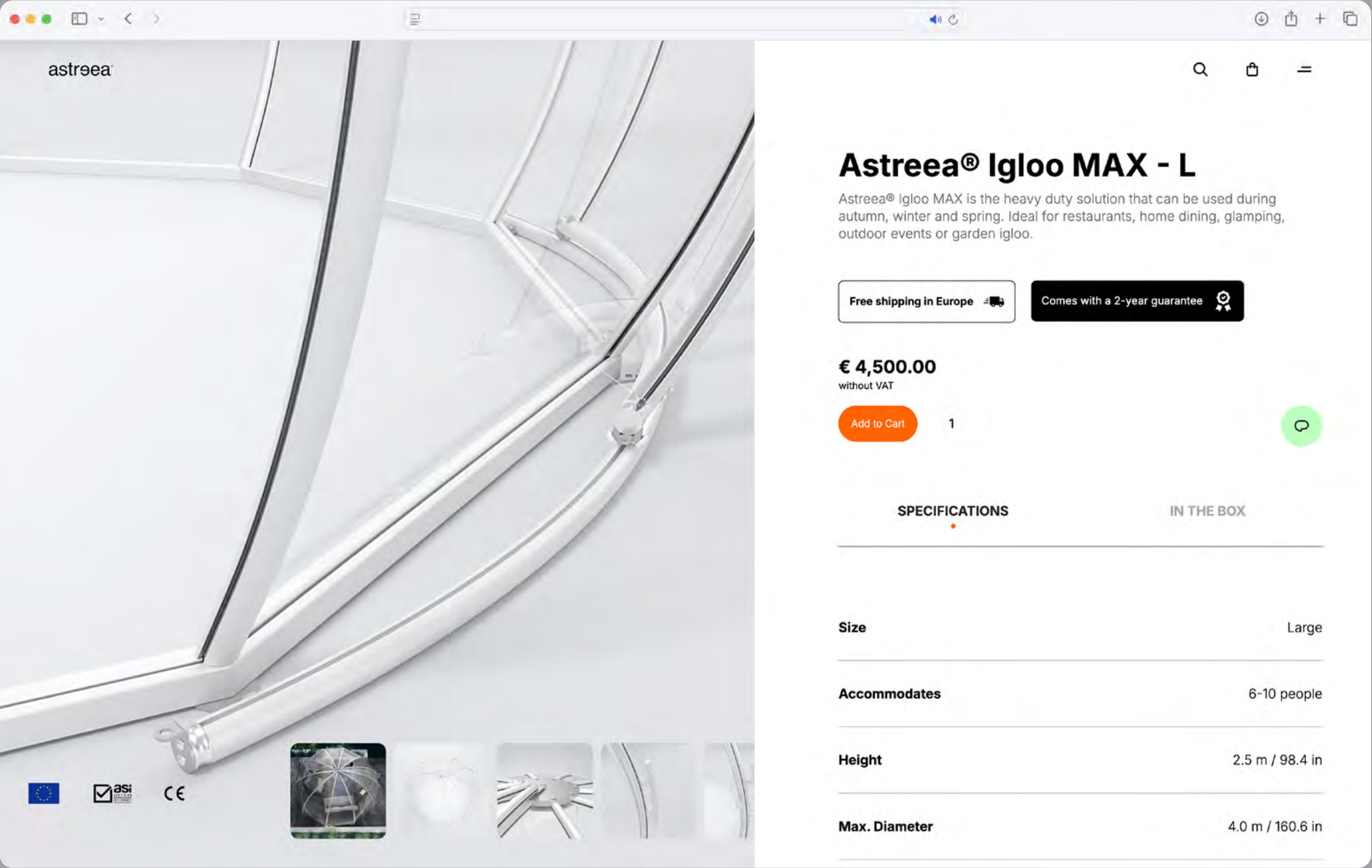
The website was fully designed and developed by our creative team using [Webflow](#), [Adobe Suite](#), [Cinema 4D](#), and [Blender](#).

We handled everything from UX/UI design and 3D product renders to HD animations and video content, creating a seamless and high-quality digital experience.

One of the products featured on the website is a winner of the prestigious Red Dot Design Award 2020, showcasing the premium craftsmanship behind the brand.



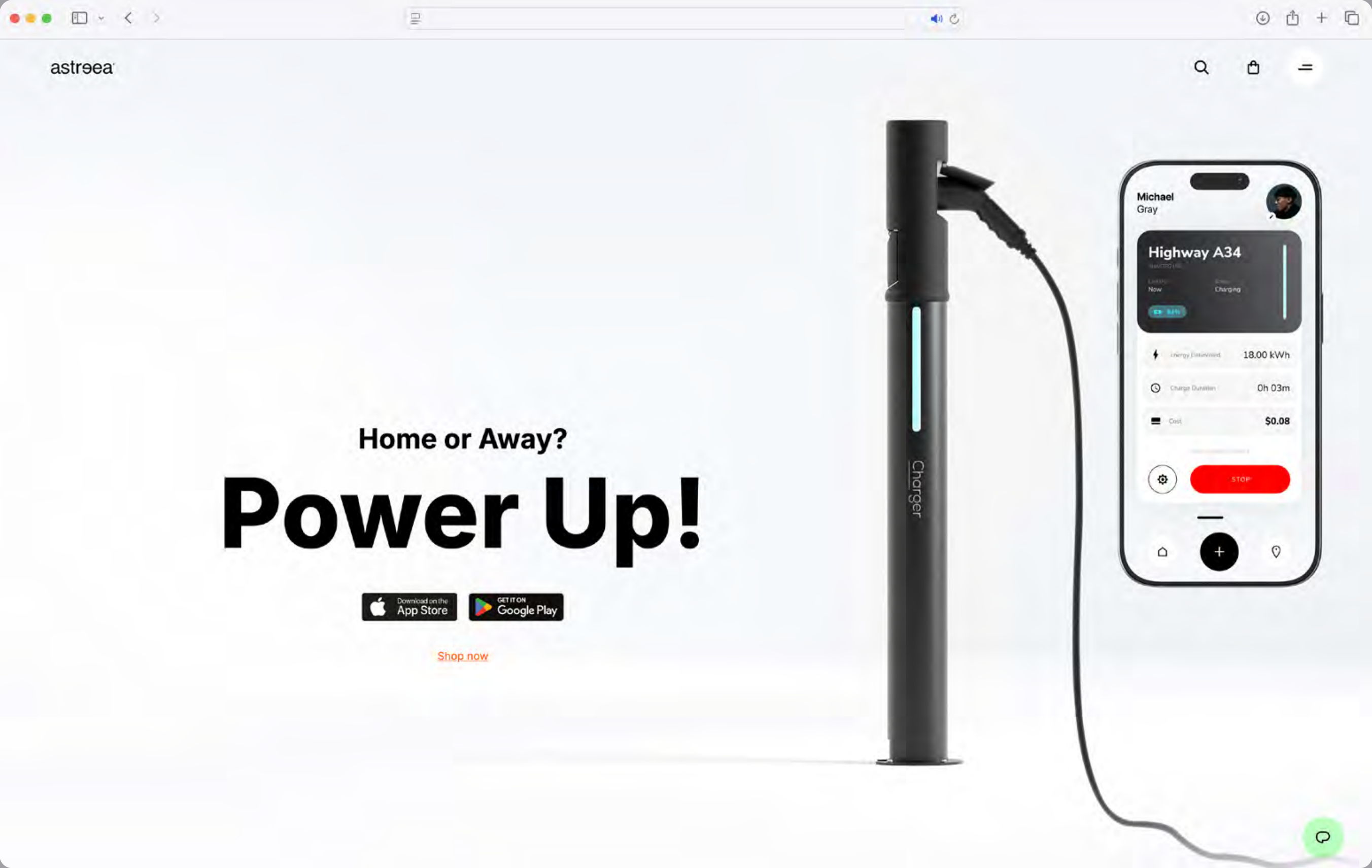
- Brand Identity
- Brand Development
- 3D Media
- 3D Animations
- Videography
- UX/UI Multiple Apps
- UX/UI E-commerce
- Dev. Online Store
- Packaging
- Advertising Design
- Marketing Design
- 2022–2025



PRO

Brand Identity
Brand Development
3D Media
3D Animations
Videography
UX/UI Multiple Apps
UX/UI E-commerce
Dev. Online Store
Packaging
Advertising Design
Marketing Design
2022–2025

astreea®



- Brand Identity
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- Videography
- UX/UI Multiple Apps
- UX/UI E-commerce
- Dev. Online Store
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- Marketing Design
- 2022–2025

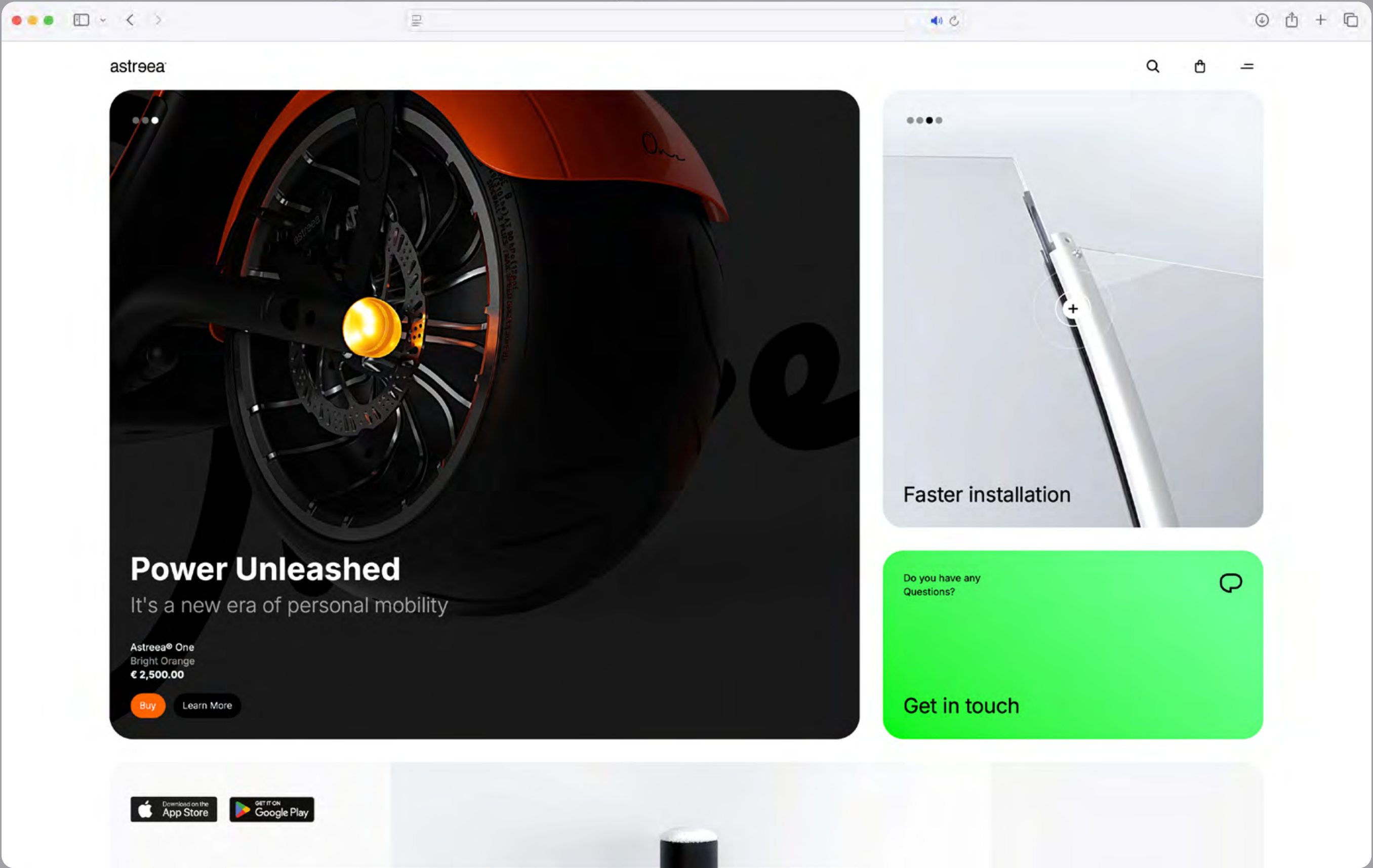


“Absolutely divine!!!!”

ANDREI G.

Co-founder and CEO

astrøea[®]



Brand Identity

Brand Development

3D Media

3D Animations

Videography

UX/UI Multiple Apps

UX/UI E-commerce

Dev. Online Store

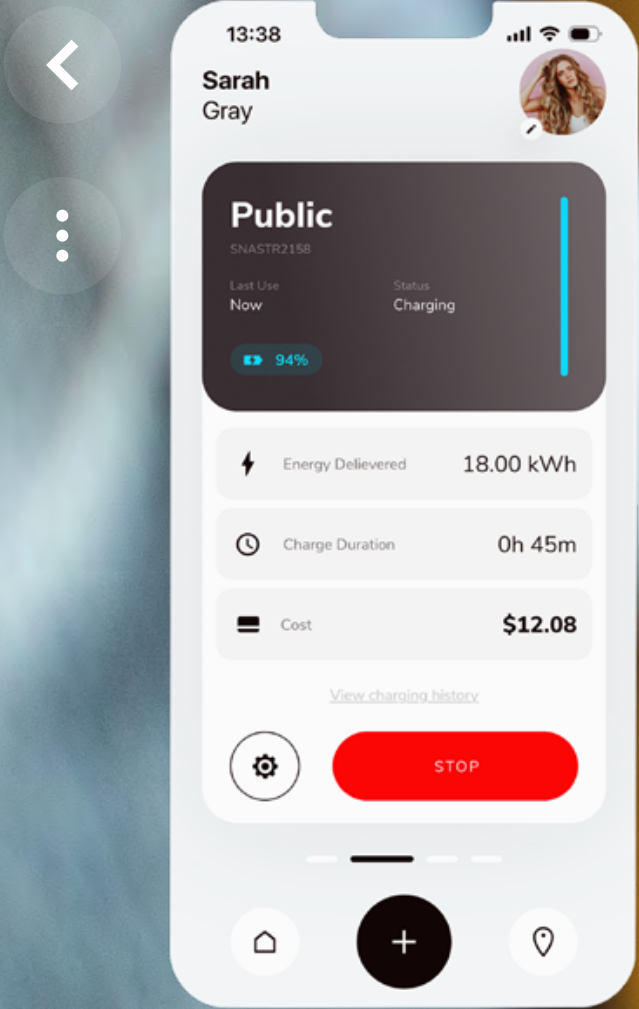
Packaging

Advertising Design

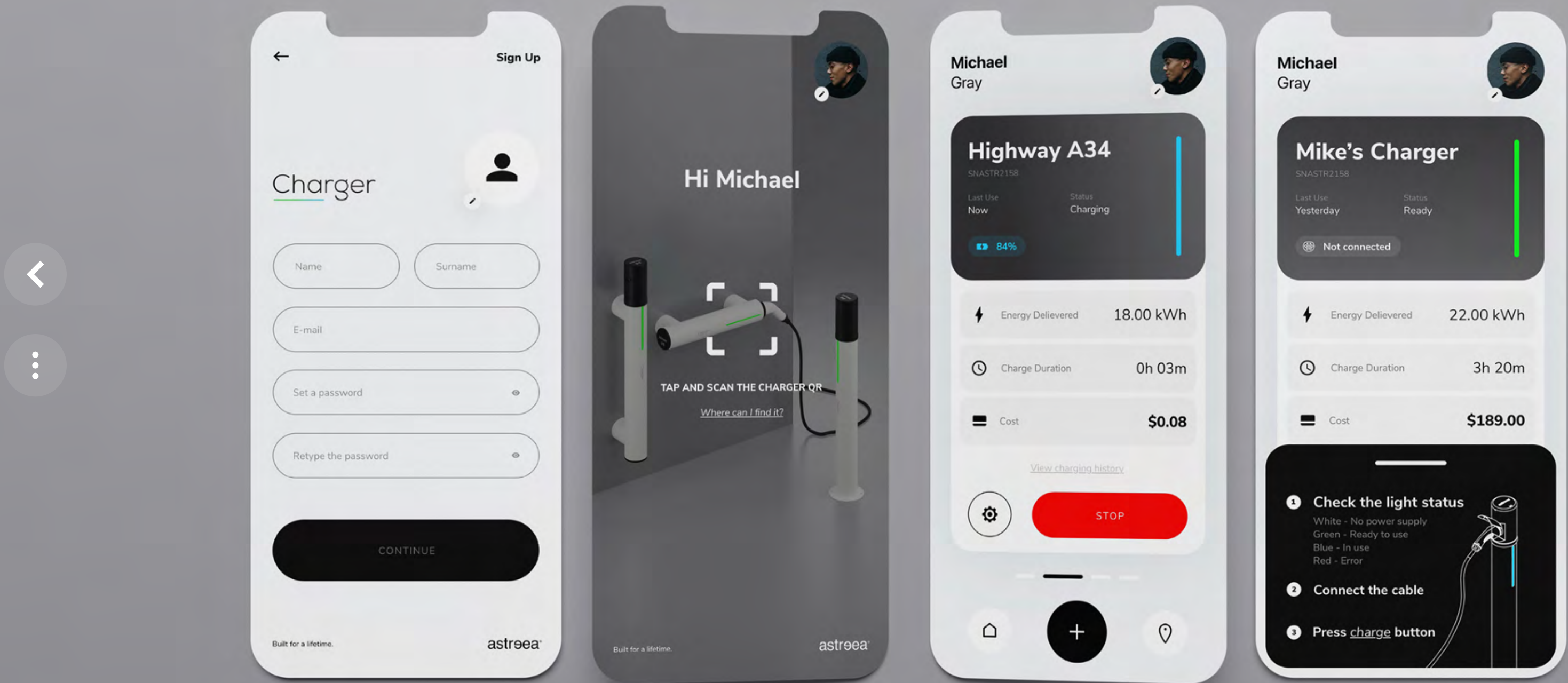
Marketing Design

2022–2025

astreea



- Brand Identity
- Brand Development
- 3D Media
- 3D Animations
- Videography
- UX/UI Multiple Apps
- UX/UI E-commerce
- Dev. Online Store
- Packaging
- Advertising Design
- Marketing Design
- 2022–2025



The app interface was fully designed in Adobe XD by our creative team.

We handled everything from wireframes and visual design to interactive prototyping and user flow logic, ensuring a seamless and brand-consistent experience.



Brand Identity

Brand Development

3D Media

3D Animations

Videography

UX/UI Multiple Apps

UX/UI E-commerce

Dev. Online Store

Packaging

Advertising Design

Marketing Design

2022-2025

astrœa

“We’re launching a premium dropshipping store with top baby and kids’ products.

We need a sleek, mobile-friendly e-commerce site with a unique logo, intuitive navigation, strong visuals, and full dropshipping integration.”

MTG



The e-commerce website was fully designed in [Adobe Illustrator](#) and developed using the [Webflow platform](#), with export to [Wordpress](#).

We managed the entire process, from wireframes and visual design to interactive proto-
types and user flow optimization, ensuring a smooth, user-friendly experience.



Logo Design
UX/UI E-commerce
Dev. Online Store – 10.000+ items
Marketing Design
Advertising Design
Videography
Photo Shoot
2019–2020

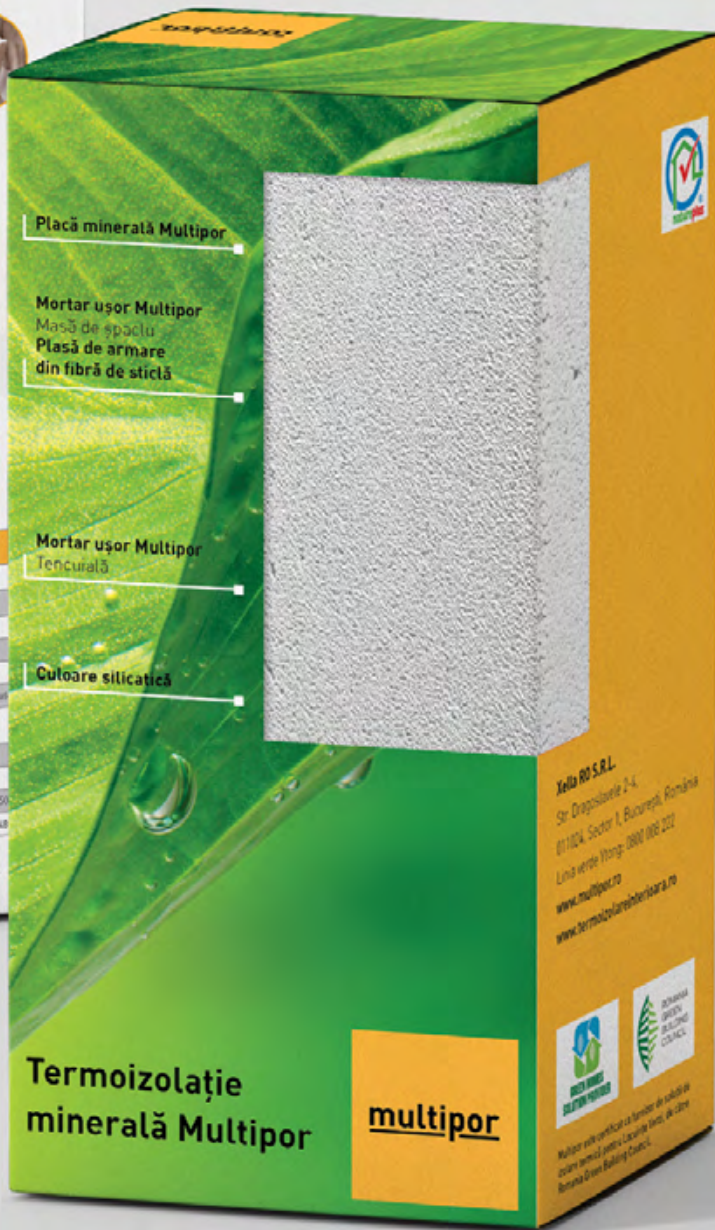
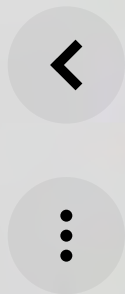




“I highly recommend Eduard for his creativity and professionalism. I’ve worked with him for several years on different graphic design projects and the results were always remarkable. Great collaboration!”

GEORGIANA S.
Marketing Manager





Brand Manager (RO)
Marketing Design
Advertising Design
Videography
Packaging
Local Events
Publishing
2009–2018

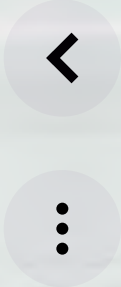


“We were truly impressed by the attention to detail and the precise adherence to the global brand guidelines. The Fujitsu Day Tour in Romania was flawlessly executed, both visually and logistically.”



FUJITSU ROMANIA
Marketing Manager









Imagine the workplace of tomorrow

Today's workplace innovation
ro.ts.fujitsu.com



shaping tomorrow with you



The box for your solution

Best combination of performance, power efficiency, and cost
ro.ts.fujitsu.com







Strength through consolidation

A strong alliance for intelligent IT
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- Brand Manager (RO)
- Marketing Design
- Advertising Design
- Videography
- Packaging
- Local Events
- Publishing
- 2012-2016





We need a special 60th anniversary logo for TAROM.

The logo should celebrate TAROM's six decades of experience in aviation, blending legacy and modernity. It must be visually distinctive, versatile across formats, and consistent with the brand's prestige — honoring the past while looking ahead.



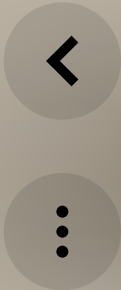


Logo Design 60 years
Marketing Design
Advertising Design
Art Directing
Publishing

2011-2014







Logo Design 60 years

Marketing Design

Advertising Design

Art Directing

Publishing

2011–2014





SkyLady — TAROM Inflight Magazine
64 pages · Bilingual (RO/EN) · Art Direction: Eduard Mihăilă · Editorial: CMP

SkyLady is TAROM's official inflight magazine, distributed onboard in seat-back pockets. The 64-page bilingual edition includes flight schedules, curated destinations, and exclusive interviews, tailored for a female audience.

The project involved full layout design and production using [Adobe InDesign](#), [Adobe Photoshop](#), and [Adobe Illustrator](#).

Logo Design 60 years
Marketing Design
Advertising Design
Art Directing
Publishing

2011–2014





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Logo Design 60 years
Marketing Design
Advertising Design
Art Directing
Publishing

2011–2014





YOUR STORY COULD BE NEXT.



astrøea®

CAT MUSIC

elmas

FUJITSU

ROVERE



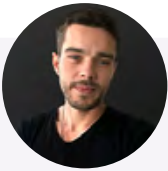
LG
Life's Good



USR.

YTONG®

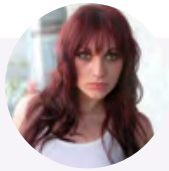
WAZ



EDUARD M.

CEO
Head Creative

XP 20 yrs.
PRO Adobe Suite and Webflow



CRISTINA D.

Traffic Manager

XP 12 yrs.



BOGDAN C.

Head Developer

XP 20 yrs.
++Webflow



TIBERIUS C.

Fine Artist
3D Modeler

XP 20 yrs.
+++Blender



ALIN Z.

3D Modeler

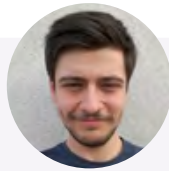
XP 18 yrs.



STEFAN P.

Fine Artist
Photographer

XP 16 yrs.



ALEXANDRU D.

Videographer
Digital Designer

XP 12 yrs.



RAZVAN F.

Sound Designer
Producer

XP 25 yrs.

+20 YRS. XP.

TAILORED DESIGN ONLY

HOT ARTISTS

TECHNICAL DESIGN

CREATIVE MINDS

FULL SERVICES MEDIA STUDIOS



MAYBE YOU'RE READING THIS BECAUSE YOU'RE NOT HAPPY WITH WHAT YOU'VE RECEIVED SO FAR.

If we end up working together, don't be surprised when you receive just one single creative version.

My name is Eduard Mihăilă, and I'm the coordinator and Head of Creation across all creative departments within the agency I lead.

Back in 2009, I realized something important:

The version I personally liked the most — the one I invested the most effort into — was almost always the one the client chose.

Why? Because I made it a habit to truly read and understand the business behind every brief. And I've continued to do that ever since.

Multinational clients like Xella, Fujitsu, Rompetrol, and government ministries all have brand manuals that must be read carefully before making any design decisions.

A few years later, I decided to respond to briefs with just one final version — carefully thought out, aligned with all the client's expectations.

The version that makes me my happy first is the one I know will impress the client.

A creative idea starts from a blank page and countless hours of visual thinking — ideas that often don't even make it to our screens.

Many of them go straight to the mental recycle bin — a process otherwise known as brainstorming for your company brief.
(...)



...the bottom line?

IF, UNTIL NOW, YOU'VE RECEIVED 10 VERSIONS FOR A SENSITIVE TOPIC, **PAID FOR THEM, BUT THEY STILL LOOKED OFF**, THEN THE PERSON OR AGENCY BEHIND THEM LIKELY NEVER TRULY PUT THEMSELVES IN YOUR SHOES AS A CLIENT — THINKING:



“DOES THIS ARTWORK MAKE THE PRODUCT LOOK SUSPICIOUS ONLINE?”

IT'S THAT SIMPLE.





**BRANDS
DESIGN.**

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SEND BRIEF



CALL / CHAT



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Bucharest 031046
Romania

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