

MIHAI BADIC

Creative Producer

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SUMMARY

London-based creative producer for film, commercials and branded content. I take projects from development through production to delivery: story and script, budgets and schedules, casting, contracting cast, crew and suppliers, locations, insurance and deliverables, then hands-on post through edit, grade and sound. Fifteen years of production experience, half making the work and half running creative teams that make it. Clients and employers include Brighton & Hove City Council, Just Eat, Pepsi, the NHS, Pfizer, Chelsea FC and Nickelodeon.

SELECTED PRODUCTION

- **The Park with the Stones** (2026), short film. Written, produced, directed. Professional cast and crew, multi-day, on-location London shoot, original score, complete chain of title. In festival submission with associate producer Diana Paroiu (*Return to Seoul*).
- **Thought Saver: Good Routine** (2025), ad campaign. Produced end to end: script, budget, green-screen shoots in Bucharest (via a local line production company) and London, post in-house, delivered as cut-downs formatted per placement.
- **Mind Ease** (2020-2023), animated video series. Regular films on mental health for social channels, produced on a schedule with an in-house team of three.
- **Netil Radio** (2022), station idents. Produced and animated for the station's 5th anniversary.
- **7-11 Musical Discoveries** (2019), music event series and monthly radio show. Produced end to end at venues across East and South East London with established DJs.
- **Chelsea FC: 50/50 Draw** (2017), matchday film. Brief to delivery in one week, published through Chelsea FC channels.
- **Feel Drone: Dancing for You** (2015), music video. Produced, written and directed. On-location shoot on a farm in South East England with a professional crew.
- **Posthuman: An Introduction** (2013), animated documentary. Co-producer and animation director. Went viral on Reddit at launch; 365k+ views on YouTube.
- **TEDx Whitechapel** (2013), live event. Audiovisual partner for the full event: multi-camera capture and edit of every talk, several since passing hundreds of thousands of views.
- **Brighton & Hove City Council** (2010), animated film. Produced, written and directed. Young people in care telling their own stories, animated so they could speak anonymously.

EXPERIENCE

Creative Producer & Consultant

Freelance / Studio Areal (from 2026)

July 2023 - Present • London

Wrote, produced and directed *The Park with the Stones* (2026) starring Molly Chesworth (Netflix's *Black Doves*, BBC's *Call the Midwife*), shot by Cristina Cretu (camera department on *Poor Things*,

Bugonia and *Rogue One: A Star Wars Story*, now in her DP debut), with an original score by Adam Znaidi of *The Go! Team*. Associate producer Diana Paroiu (*Return to Seoul*, Oscars Shortlist '23).

- Developed the story and script and ran casting
- Contracted cast, crew, composer and post suppliers; established a complete chain of title
- Ran the budget, shooting schedule with contingency, locations, kit, insurance and deliverables
- Managed post through edit, grade and sound; now working with an associate producer on festival strategy, sales and publicity

Commercial production. Produced a two-market campaign end to end for the US app Thought Saver: script, budget and schedule, green-screen shoots in Bucharest (via a local line production company) and London, then edit, compositing, 3D, grade and sound in house, signed off remotely by the client in the US. Also assisting on branded content shoots in London, including for Lenovo.

Creative consultancy for 3 regular clients running concurrently on different disciplines and cycles:

- Bloom Wellbeing Fund - Branding, art direction, editorial design, online platform design
- Thought Saver - Product design consultancy, illustration, interface prototyping
- Alpha Epsilon - Branding, art direction and online platform design & code

Developing feature film *By the Waterfalls (La Cascade)* through Studio Areal.

Head of Creative & UX

Mind Ease

April 2018 - June 2023 • London

I joined mental health startup Mind Ease (now rebranded as the app for the Campaign Against Living Miserably) early on and over 5 years:

- Took it from a web-only MVP to an investor-backed multi-platform mobile application with tens of thousands of users and an established in-house design system, sustaining a 4.5+ rating on both App Store and Play Store
- Produced an animated video series on mental health for social channels, on a set schedule
- Ran concurrent multi-channel campaigns across paid social, app store, blog, in-app and investor materials with a team of three
- Hired and managed a team of two designers, established lean planning processes and ran cross-team hackathons
- Built the brand identity, illustration style and animation language from scratch, applied consistently across app, web, blog, social, ads and investor materials
- Helped secure the company's £1M investment round and supported its setup as a UK company

Founder & Producer

7-11 Musical Discoveries

March 2019 - March 2020 • London

Founded and ran an East and South East London live event series and monthly Netil Radio show.

- Guests included Angel D'Lite, Polytunnel, live electronic acts, and Francesco of the Hidden Sounds record shop

- Partnered with venues including Werkhaus and Cafe 1001 in Brick Lane, Rye Wax and Four Quarters in Peckham, and Jaguar Shoes in Shoreditch
- Produced and presented the show: booked and hosted guests, handled recording and edit, made the still and video artwork, published and promoted each episode

Head of Creative & UX

Funder Inc.

February 2017 - January 2018 • London

Led the creative team of an online platform bringing US-style 50/50 matchday raffles to UK sports, a brand-led, fan-facing consumer product. Worked with Chelsea FC Foundation and Brentford FC Community Trust on pilot programmes, covering everything from branding and marketing to product design.

- Hired and managed team of 2 in-house creatives
- Led branding and art direction for successful pilot programmes at Chelsea FC and Brentford FC
- Set up in-house video production pipeline that produced matchday films on a sports schedule, cross-posted through club media teams ([example](#) from Chelsea FC)

Creative & UX Lead

Effective Altruism Foundation / Stiftung für Effektiven Altruismus

January 2016 - March 2017 • Berlin / Basel / US

- Refreshed the brand across a family of non-profits, for donors and the public, and produced a brand manual for online and print
- Designed, prototyped and coded improvements to family of websites and brand touch points

UX Designer

Just Eat

November 2014 - October 2015 • London

- Contracted first to work on a [vision video](#) exploring how the company could go beyond takeaway ordering, then joined full time
- Delivered creative across 12 international markets in a central product team, working to differing local requirements, approvals and launch timings, with staged roll-outs and A/B testing
- Was the leading interviewer in a drive to hire 4 other designers in London to support the fast-growing international side of the business

Freelance Designer, Animator & Art Director

Freelance

October 2006 - September 2014 • Brighton / London

Freelance work covering branding, art direction, motion graphics, print design, video production and editing, illustration, photography and web & mobile UI/UX.

- Produced, wrote and directed an animated film with young people in care for [Brighton & Hove City Council](#)

- Co-producer and animation director on an 11 minute mini-documentary called [Posthuman: An Introduction](#), which went viral on Reddit and gathered over 365k views on YouTube
- Other clients include Nickelodeon, Unilever, [BP](#), Barclays and agencies such as Tilt in Brighton

Co-founder & Creative Director

Sensory Ltd.

October 2012 - October 2013 • Brighton

- Set up a creative studio with two co-founders and within 6 months turned it from a startup operating in a living room into a successful business with offices in Brighton town centre
- Clients included Pepsi, Mountain Dew, DHL, TEDx, and The National Autistic Society
- Produced animated and live action video, both for corporate clients and NGOs
- Audiovisual partner for [TEDx Whitechapel \(2013\)](#): captured, edited and delivered every talk as individual films, several with hundreds of thousands of views

Junior Art Director

Langland

June 2008 - October 2008 • Windsor

- Co-wrote award-winning, nation-wide campaign for Pfizer, "[Get Real. Get a Prescription](#)"
- Accounts included the NHS, Pfizer, Bayer, Abbott and ALK Abello

Design & Production Assistant

Independenta Music & Film / Freelance

May 2004 - Aug 2007 • Bucharest, Romania

- Designed interactive DVD menus and packaging, catalogues and web content for local releases of cult films including *In The Mood for Love* by Wong Kar-wai, *Spider* by David Cronenberg and *Mulholland Drive* by David Lynch
- Worked directly with Romanian directors such as Florin Piersic Jr. and Corneliu Porumboiu on designing marketing materials for their films
- Unit and key art stills and video assist on *A Good Day for a Swim* (Golden Bear for Best Short Film, Berlinale 2008)

CAPABILITIES

Story and script development • Production budgeting and scheduling • Casting • Talent and vendor contracting • Chain of title and clearances • Multi-territory and multi-format delivery • Directing and working hands on with actors and crew • Editing, VFX, motion graphics, grade • Sound design and audio post

EDUCATION & LANGUAGES

Bachelor of Arts (BA), Illustration, University of Brighton, 2009 - 2012

English (Native), **Romanian** (Native), **French** (Beginner), **German** (Beginner)