



Sergiu Hulpe

Principal 3D Artist

Portfolio

portfolio.zixelise.com

Contact

Phone

+130 0398 7606

Email

hulpesergiu@gmail.com

Address

Beijing, China

Education

2008 – 2012

Engineering Bachelor's
Politechnic University
of Bucharest

Language

Romanian ● ● ● ●

English ● ● ● ●

Chinese ● ● ● ●

Profile

I'm a visualization and 3D technology professional with over a decade of experience creating high-end imagery, configurators, and AI-generated content for global brands.

As Co-Founder and Creative Technologist at Zixelise, I help companies transform complex, configurable products into scalable marketing visuals, combining digital twins, real-time 3D, and AI powered content creation to accelerate production and maintain visual excellence.

Previously, I led real-time visualization teams at Mackevision (Accenture Interactive) and Tencent, building efficient 3D pipelines for large-scale projects.

I'm passionate about merging art, technology, and automation to make sophisticated products easier to visualize, configure, and communicate.

Specialties: Product Visualization · Real-Time 3D · Configurators · AI Content Creation · Digital Twins · CGI Pipelines

Experience

2022 – Present

Zixelise
Beijing, China

Co-Founder & Creative Lead

- Direct creative vision and 3D/AI content strategy for global clients.
- Built and optimized CGI + AI pipelines integrating Blender, ComfyUI, and Stable Diffusion.
- Lead a multidisciplinary team delivering scalable visual assets for automotive and beauty brands.
- Develop digital-twin workflows and real-time configurators for product marketing.
- Bridge creative direction, technical development, and client communication to ensure visual excellence and efficiency.

Experience

2020 - 2022

Tencent
Beijing, China

Senior Technical Real-Time Artist

- Responsible for the technical and artistic execution of real-time visualization projects, ensuring high-quality rendering performance and interactive fidelity.
- Contributed to building large-scale 3D production pipelines and optimizing real-time rendering and asset management workflows.
- Collaborated with R&D teams to explore the use of 3D technologies in cloud-based and industry-focused solutions.
- Led integration of Unreal Engine with internal tools to enable efficient real-time visualization and presentation.
- Facilitated cross-department collaboration to ensure alignment between creative and technical objectives.

2018 - 2020

Mackevision
(Accenture Interactive)
Beijing, China

Real-Time Team Lead

- Led the real-time visualization team, setting and maintaining high creative and technical standards.
- Created real-time product configurators for showrooms and car expositions using Unreal Engine.
- Built efficient 3D production workflows to improve overall team efficiency and quality assurance.

2017 - 2018

Mackevision
(Accenture Interactive)
Beijing, China

Senior 3D Artist

- Created high-fidelity 3D models, materials, and lighting setups for premium product visualizations.
- Worked on virtual presentation, interactive content, and configurator projects.
- Collaborated with technical directors to optimize rendering pipelines and scene organization.
- Contributed to documentation of artistic and technical standards, supporting team training and workflow improvement.

2018 - 2020

MilD Cloud
Xiamen, China

Lead 3D Artist

- Set creative and technical standards to enhance the overall visual quality of 3D imagery.
- Improved workflow speed and production efficiency through process optimization and team coordination.
- Managed a small team of 3D artists, providing both technical guidance and creative direction.
- Produced benchmark-quality rendered images for internal reviews and client presentations.
- Responsible for modeling, shading, and lighting in a VR configurator project for HTC Vive using Unreal Engine.

Experience

2014 – 2016	3D Render Artist
INDG Bucharest, RO	• Created high-quality photorealistic renders used in interactive visualization solutions. • Produced CG content for still and video projects to support advertising and product presentations. • Helped improve internal production workflows and rendering pipelines to enhance efficiency. • Organized scenes for shading, lighting, and rendering according to internal technical documentation. • Provided support and training for new team members to strengthen team capabilities.
2012 – 2014	Trainer & Project Manager
ProgSquad Bucharest, RO	• Delivered on-site training sessions for clients on specific software applications. • Designed and delivered customized graphic design training programs. • Produced still and animated graphics to support and enhance training materials. • Managed the company’s official social media accounts, planning and publishing training-related content.

Professional Skills

Software Ecosystem

3D & Real-Time: Blender · 3ds Max · Unreal Engine · Unity · ThreeJS

Rendering: Cycles: V-Ray · Octane

AI & Automation: ComfyUI · Stable Diffusion · Python

Post-Production: Photoshop · After Effects

Creative & Strategic Direction

- Defined and supervised creative and visual strategies for CGI and real-time visualization projects.
- Led 3D, design, and AI teams to ensure alignment with brand identity and creative goals.
- Established visual quality standards and style guides to maintain creative consistency.
- Translated brand identities into cohesive and scalable visual systems.
- Supervised overall creative coherence and artistic integrity across projects.

Pipeline & Production Management

- Designed and managed end-to-end CGI production pipelines (modeling ->rendering ->post-production).
- Optimized workflows and automation systems using Python, ComfyUI, and Blender APIs.
- Developed scalable pipelines for real-time 3D and AI-driven content creation.
- Implemented efficient asset management and version control systems.
- Provided technical direction for configurable products, digital twins, and virtual content creation.

Professional Skills

Visualization & Real-Time Expertise

- Specialized in product-level high-fidelity visualization and photorealistic rendering.
- Proficient in real-time rendering using Unreal Engine and Blender Eevee and WebGL.
- Deep expertise in lighting, materials, and look development (LookDev).
- Strong focus on scene composition and visual storytelling.
- Integrated CGI, real-time rendering, and AI image generation into unified workflows.

AI & Emerging Technologies

- Created AI-driven visual content using Stable Diffusion, ControlNet, and ComfyUI.
- Integrated digital twin data with generative AI for automated visual production.
- Explored procedural and generative design applications in visualization workflows.
- Advanced hybrid CGI-AI workflows to enhance content creation efficiency.

Leadership & Collaboration

- Managed multidisciplinary teams (designers, artists, developers) to improve execution quality.
- Mentored team members in visualization and AI workflow best practices.
- Developed and maintained workflow documentation and standard operating procedures.
- Facilitated cross-department collaboration to align creative and technical objectives.
- Presented creative proposals and project outcomes to clients and stakeholders.